

Curriculum Proposal Cover Sheet - University-Wide Undergraduate Curriculum Committee

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Check all appropriate lines and complete all information. Use a separate cover sheet for each course proposal and/or program proposal.

1. Course Proposals (check all that apply)

<input checked="" type="checkbox"/> New Course	<input type="checkbox"/> Course Prefix Change	<input type="checkbox"/> Course Deletion
<input type="checkbox"/> Course Revision	<input type="checkbox"/> Course Number and/or Title Change	<input type="checkbox"/> Catalog Description Change

Current course prefix, number and full title: _____

Proposed course prefix, number and full title, if changing: **FSMR 358: Fashion Show Production**

2. Liberal Studies Course Designations, as appropriate
 This course is also proposed as a Liberal Studies Course (please mark the appropriate categories below)

<input type="checkbox"/> Learning Skills	<input type="checkbox"/> Knowledge Area	<input type="checkbox"/> Global and Multicultural Awareness	<input type="checkbox"/> Writing Across the Curriculum (W Course)
<input type="checkbox"/> Liberal Studies Elective (please mark the designation(s) that applies – must meet at least one)			
<input type="checkbox"/> Global Citizenship	<input type="checkbox"/> Information Literacy	<input type="checkbox"/> Oral Communication	
<input type="checkbox"/> Quantitative Reasoning	<input type="checkbox"/> Scientific Literacy	<input type="checkbox"/> Technological Literacy	

3. Other Designations, as appropriate

<input type="checkbox"/> Honors College Course	<input type="checkbox"/> Other: (e.g. Women's Studies, Pan African)
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4. Program Proposals

<input type="checkbox"/> Catalog Description Change	<input type="checkbox"/> Program Revision	<input type="checkbox"/> Program Title Change	<input type="checkbox"/> New Track
<input type="checkbox"/> New Degree Program	<input type="checkbox"/> New Minor Program	<input type="checkbox"/> Liberal Studies Requirement Changes	<input type="checkbox"/> Other

Current program name: _____

Proposed program name, if changing: _____

5. Approvals	Signature	Date
Department Curriculum Committee Chair(s)	<i>Janeta Blood</i>	10/4/12
Department Chairperson(s)	<i>Fedaleen B. Bowers</i>	10/14/12
College Curriculum Committee Chair	<i>Dan K. Wachter</i>	10/16/12
College Dean	<i>Mary E. Sweeney</i>	10/19/12
Director of Liberal Studies (as needed)		
Director of Honors College (as needed)		
Provost (as needed)		
Additional signature (with title) as appropriate		
UWUCC Co-Chairs	<i>Gail Sechrist</i>	10/31/12

Received	Received
OCT 31 2012	OCT 24 2012
Liberal Studies	Liberal Studies

Part II.

1. New Syllabus of Record

I. Catalog Description

FSMR 358: Fashion Show Production 3 class hours
0 lab hours
3 credits

Prerequisites: None (3c-0l-3cr)

Focuses on developing a practical understanding of fashion through image, language, and events. All aspects of production and management of fashion shows will be addressed including the importance of teamwork.

II. Course Outcomes:

Upon completion of this course the students will be able to:

1. Explain the history and functions of fashion shows.
2. Apply best practices in the development of show themes, titles, marketing and design plans.
3. Communicate information regarding the show to all designers and show production team members.
4. Formulate time management and task sequencing plans for fashion shows.
5. Create marketing and public relations plan utilizing both social media and traditional marketing methods.
6. Appraise the effectiveness of production team members, models, and overall show production.

III. Course Outline

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|--|----------------|
| A. Introduction to Fashion Shows | 4 hours |
| 1. The History of the Fashion Show | |
| 2. The Business of Fashion Shows | |
| a. Advertisement, Branding, and Promotion | |
| b. Fashion Shows and Education | |
| c. Fashion Shows and the Community | |
| d. Technology and Fashion Show Production | |
| e. Location of Fashion Shows | |
| B. The Show, the Producer, and the Team | 4 hours |
| 1. Types of Fashion Shows | |
| 2. Three General Categories of Fashion Shows | |
| a. Production Shows | |

- b. Formal Runway Shows
 - c. Informal Shows
 - 3. Role of the Producer/Coordinator
 - 4. Role of the Production Team

- C. Fashion Shows Preparation 6 hours
 - 1. Personal Qualifications and Skills Needed for a Production Career
 - 2. List of Production Services
 - a. Technical–Lighting, Audio/Visual Scenic
 - b. Clothing and Merchandising
 - c. Backstage
 - d. Models, Talent, and Agencies
 - 3. Creating the Show Concept
 - e. Storyboards
 - f. Pitching the Theme or Concept
 - g. The Preview
 - h. Storyboard/Mood Board Step by Step

- D. Show Planning 6 hours
 - 1. Timeline
 - 2. The Budget
 - 3. Planning Calendars
 - 4. Fashion Show Binders
 - 5. Category and Function of the Shows
 - 6. Target Market/Audience

- Exam #1 1 hour

- E. Fashion Show Promotion 5 hours
 - 1. Public Relations and Marketing
 - 2. Distributing to the Press Release
 - 3. How to get Press Release
 - a. The New “PR”
 - i. Blogger
 - ii. Media Kits/Press Kit
 - 4. Models and Merchandise
 - a. Models
 - b. The Modeling Agency
 - c. Casting Directors
 - d. The Merchandise
 - i. Merchandise Selection Record Sheet
 - ii. Merchandise Return

- F. The Framework for the Fashion Show 6 hours
 - 1. The Front of the House
 - a. Layouts/Floor Plan
 - b. Staging and Runways
 - c. Backdrops/Backgrounds

- d. Props
- e. Seating
- f. Lighting
- g. Tech Table
- h. The Music/Entertainment
- i. Sound System
- j. Décor
- 2. The Backroom
 - a. Setup
 - b. The Shows
 - c. Breakdown

G. The Fashion Show Event 6 hours

- 1. Day of Event Timeline
- 2. Scripts
- 3. The Contingency Plan
 - a. Show Length
 - b. Choreography
 - c. Opening the Shows
 - d. Closing the Shows
 - e. Striking Shows (Merchandise Return, Accessories Handling, Keeping Connected)
 - f. Cancelling Shows

H. The Fashion Show Evaluation 4 hours

- 1. Audience Evaluations
- 2. Vendor Evaluations
- 3. Client Evaluations
- 4. Budget Evaluation
- 5. Merchandise Evaluation
- 6. Music Evaluation
- 7. Model Evaluation
- 8. Additional Evaluation

Final Exam 2 hours

IV. Evaluation Methods

The final grade will be determined as follows:

~ 20 % Exams

Two exams (one during the semester and one during final exam week). The examinations could include multiple choices, true/false, short answer/essay, problem solving with material derived from lecture notes, text(s), and class handouts.

~ 80% Projects

“Fashion Show” project (producing a fashion show from Planning to running a real fashion show), in-class assignments, and portfolio.

V. Grading Scale

A: $\geq 90\%$ B: 80 – 89% C: 70 – 79% D: 60 – 69% F: $< 60\%$

VI. Attendance Policy

Student learning is enhanced by regular attendance and participation in class discussion, therefore the instructor expects all students to attend class. The attendance policy for this class follows the Undergraduate Course Attendance Policy, which is included in the Undergraduate Catalog.

VII. Required textbooks, supplemental books and readings

Taylor, P. (2013). *How to produce a fashion show from A to Z*. Upper Saddle River, NJ: Prentice Hall.

VIII. Special Resource Requirement

Materials need to produce a successful fashion shows.

IX. Bibliography

Corinth, K. (1984). *Fashion showmanship: Everything you need to know to give a fashion show*. Malabar, FL: Warrior Books, Inc.

Everett, J. C., & Swanson, K. K. (2004). *Guide to producing a fashion show* (2nd ed.). New York: Fairchild Books.

Green-Withrow, B. (2008). *How does your fashion show, show?* North Charleston, SC: CreateSpace.

Mell, E. (2011). *New York fashion week: The designers, the models, the fashions of the Bryant Park Era*. New York: Running Press.

Reed, C. (2012). *The fashion shows*. Hendersonville, NC: Artists International Media.

Ward, S., Parmal, P. A., Grumbach, D., & Whitley, L. (2006). *Fashion show-Paris style*. Boston, MA: MFA Publications.

2. Course Analysis Questionnaire

Section A: Details of the Course

- A1 How does this course fit into the programs of the department? For what students is the course designed? (majors, students in other majors, liberal studies). Explain why this content cannot be incorporated into an existing course.

This course is intended to be taken during any semester within the B.S. Fashion Merchandising Program for Major Controlled Electives or Free Elective credits but is not limited to only Fashion Merchandising majors.

- A2 Does this course require changes in the content of existing courses or requirements for a program? If catalog descriptions of other courses or department programs must be changed as a result of the adoption of this course, please submit as separate proposals all other changes in courses and/or program requirements.

This course does not require changes in any other course in the program.

- A3 Has this course ever been offered at IUP on a trial basis (e.g. as a special topic) If so, explain the details of the offering (semester/year and number of students).

This course has been offered at IUP on a trial basis as a special topic.

Semester	Time	Enrollment		
		Maximum	Actual	Remains
Fall, 2009	Aug. 30 – Dec. 17	30	28	2
Fall, 2010	Aug .31 – Dec. 18	25	29	-4
Fall, 2011	Aug. 29 – Dec. 16	25	25	0

- A4 Is this course to be a dual-level course? If so, please note that the graduate approval occurs after the undergraduate.

This course is not intended to be dual-level.

- A5 If this course may be taken for variable credit, what criteria will be used to relate the credits to the learning experience of each student? Who will make this determination and by what procedures?

This course is not to be taken for variable credit.

- A6 Do other higher education institutions currently offer this course? If so, please list examples (institution, course title).

Following are three examples of other institutions that offer similar courses, among others:

LIM COLLEGE, New York, NY – School for Fashion Merchandising Visual

FASH 235 Fashion Show Production

This course covers the many aspects of producing a fashion show including budget planning, different types of shows and their purposes, the role of the show in contemporary merchandising, promotion and marketing, writing the show commentary, and the various responsibilities of the members of the production team.

O'MORE COLLEGE OF DESIGN, Tennessee – Fashion Design

FAS 3450 Fashion Show Production

All aspects for production and publicity are covered. Students will assist in the production of the annual Fashion Show.

MARYMOUNT UNIVERSITY, Arlington, VA – Fashion Merchandising

AA 414 Fashion Show Production

The development of advanced planning required for a dramatized fashion show. Students will develop strategies for advertising and publicity, budgeting, floor plans, stage and program designs, and targeting an appropriate market. Students plan lighting and sound, choreograph routines, and produce the fashion show. Prerequisite: AA 274 or permission of the instructor.

AA 274 The Fashion Industry and Its Promotion

Students identify global and domestic fashion markets and obtain an historic overview of the fashion industry. Course develops an analysis of sources and market trends and assigns exercises in the coordination of special events. Students assist in the production of a dramatized fashion show at the University.

- A7 Is the content, or are the skills, of the proposed course recommended or required by a professional society, accrediting authority, law or other external agency? If so, please provide documentation.

No content of the proposed course is recommended or required by a professional society, accrediting authority, law or other external agency.

Section B: Interdisciplinary Implications

- B1 Will this course be taught by instructors from more than one department? If so, explain the teaching plan, its rationale, and how the team will adhere to the syllabus of record.

This course could be taught by any FSMR instructor.

- B2 What is the relationship between the content of this course and the content of courses offered by other departments? Summarize your discussions (with other departments)

concerning the proposed changes and indicate how any conflicts have been resolved. Please attach relevant memoranda from these departments that clarify their attitudes toward the proposed change(s).

The content of this course does not overlap with any other courses at the University.

It will be offered as one of the elective courses for the B.S. Fashion Merchandising (FSMR) Curriculum.

- B3 Will this course be cross-listed with other departments? If so, please summarize the department representatives' discussions concerning the course and indicate how consistency will be maintained across departments.

The course is not cross-listed.

Section C: Implementation

- C1 Are faculty resources adequate? If you are not requesting or have not been authorized to hire additional faculty, demonstrate how this course will fit into the schedule(s) of current faculty. What will be taught less frequently or in fewer sections to make this possible? Please specify how preparation and equated workload will be assigned for this course.

No new faculty member will be required to teach this course because it has been offered three times already with existing faculty. Current FSMR faculty will be rotated to teach the classes so that this course will fit into the schedule(s) of current faculty. No other courses will be taught less frequently or in fewer sections.

- C2 What other resources will be needed to teach this course and how adequate are the current resources? If not adequate, what plans exist for achieving adequacy? Reply in terms of the following:

No additional resources will be required.

- C3 Are any of the resources for this course funded by a grant? If so, what provisions have been made to continue support for this course once the grant has expired? (Attach letters of support from Dean, Provost, etc.)

There are no grant-funded resources involved in the teaching of this course.

- C4 How frequently do you expect this course to be offered? Is this course particularly designed for or restricted to certain seasonal semesters?

This course is proposed to be offered at least once a year or every other year.

- C5 How many sections of this course do you anticipate offering in any single semester?

It is anticipated that a minimum of one section will be taught during any given semester.

- C6 How many students do you plan to accommodate in a section of this course? What is the justification for this planned number of students?

Due to the physical and technical aspects of producing a fashion show assignments required, approximately 30 students can be accommodated. The number of students in a class should not exceed 30 at any given time.

- C7 Does any professional society recommend enrollment limits or parameters for a course of this nature? If they do, please quote from the appropriate documents.

No professional society recommends enrollment limits.

- C8 If this course is a distance education course, see the Implementation of Distance Education Agreement and the Undergraduate Distance Education Review Form in Appendix D and respond to the questions listed.

This course will not be offered as a distance education course.

Section D: Miscellaneous

Include any additional information valuable to those reviewing this new course proposal.

No additional information is proposed.

Part III. Letter of Support or Acknowledgement

These course changes will not affect other departments; therefore, letters of support from other departments were not obtained.