

Appendix A: New Course Proposal FTT 189

***Buffalo State College
Fashion and Textile Technology Department***

Prefix, Number and Name of Course: *FTT 252: Fashion Styling*

Credit Hours: 3

In Class Instructional Hours: 2 **Labs:** 2 **Field Work:** 0

Catalog Description:

Prerequisites: FTT 110 and FTT major only

Introduction to the study of a stylist's role in print, digital media, image management, fashion shows and entertainment. This course is highly interactive, with applied learning activities and creative assignments. The specifics of styling responsibilities, portfolio building, and fashion industry professionalism are taught. Offered every fall semester.

Reasons for Addition:

This course addresses the changes in relation to the visual representation of styling in the fashion industry. This course focuses on student understanding of the process of fashion styling, print, digital media, image management and entertainment, which are important in a fashion career.

Student Learning Outcomes	Content References	Assessment
Students will:		
1. Analyze fashion styling applications	I & II	Participation in class discussion, projects, assignments
2. Describe key concepts in fashion styling	I, II & III	Participation in class discussion and assignments
3. Apply professional etiquette on set	IV	Participate in class discussion and projects
4. Demonstrate basic principles of fashion styling and image management	III & IV	Projects and oral presentations
5. Develop fashion and styling skills and portfolio	V & VI	Projects and oral presentations
Course Content:		
I. Fashion styling		

- A. Introduction to fashion styling
 - B. Eye for style
 - C. Fashion resources
 - D. Concept and mood boards
- II. Fashion styling profession
- A. Styling for print and digital media
 - B. Styling for the entertainment industry
 - C. Industry professionalism
- III. Image management
- A. Introduction to personal styling
 - B. Body types
 - C. Ensembles
- IV. Introduction to photo shoots
- A. Research and inspiration
 - B. Pre-production, production and postproduction
 - C. Composition
- V. Fashion communication
- A. Fashion publication
 - B. Fashion editing
 - C. Introduction to blogging and other multi-media platforms
 - D. Branding and identity
- VI. Entrepreneurship in fashion styling
- A. Career development
 - B. Networking
 - C. Portfolio building

References:

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- Kelly, C., London, S. (2005) *Dress your best: the complete guide to finding the style that's right for your body*. Harmony.
- Kerr, H., Power, K., & Richie, N. (2011). *What to wear, where: the how-to handbook for any style situation*. Harry N. Abrams.
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- photography*. Taschen.
- Luvaas, B. (2016). *Street Style, an ethnography of fashion blogging*. Bloomsbury Academic.
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- Moore, G. (2012). *Basics Fashion Management: 02: Fashion Promotion*. London: AVA Publishing.
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- Sinclair, K. (2011). *A Front Row Seat*. Woodbridge: Antique Collectors' Club Ltd.
- Sowers, J. (2018). *10 Insanely actionable tips for successful freelancing*. Digital Freelancer. Retrieved from <https://digitalfreelancer.io/10-tips-to-become-a-more-successful-freelancer/>
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- Vreeland, D. (2011). *D.V.* HarperCollins Publishers.
- Ziv, Y. (2011). *Fashion 2.0: blogging your way to the front row- the insider's guide to turning your fashion blog into a profitable business and launching a new career, vol. 1*. CreateSpace Independent Publishing Platform.

Periodicals:

Vogue
Harper's Bazaar
International Journal of Fashion Studies

Clothing and Textiles Research Journal (CTRJ)
Journal of Fashion Marketing and Management: An International Journal

Electronic and/or Audiovisual Resources:

WWD Online. (Fashion Industry Women's Wear Daily) <http://www.wwd.com>

WGSN. (Trend forecasting website) <http://www.wgsn-edu.com/>

Vogue. (Online periodical) <http://www.vogue.com>

AnOther. (Online magazine) <http://www.anothermag.com>

First VIEW (Online magazine) <http://firstview.com>

Doneger (Trend forecasting website) <https://www.doneger.com>

Drapers (Online trade publication) <https://www.drapersonline.com>

The Business of Fashion (Online trade publication) <https://www.businessoffashion.com>

DAZED (Online magazine) <https://www.dazeddigital.com>

Italian VOGUE (Online periodical) <https://www.vogue.it>

i-D (Online periodical) <https://i-d.vice.com>

GQ Magazine British (Online periodical) <https://www.gq-magazine.co.uk>

GQ (Online periodical) <https://www.gq.com>

V Magazine (Online periodical) <https://vmagazine.com>

Cool Hunting (Online periodical) <https://coolhunting.com>

Crash (Online periodical) <https://www.crash.fr/fashion/>

Dazed Digital (Online periodical) <http://www.dazeddigital.com>

Ethical Fashion Forum (Fashion forum) <https://the.ethicalfashionforum.com>

Appendix B

FTT 252 Fashion Styling Content Outline

Week 1

- Name game & interactive
- Introduction to fashion styling
- Discuss service-learning project, Campus clothing swap & styling

Week 2

- Introduction to fashion styling
 - Styling for print and digital media
 - Assign editorial project, timeline and expectations
 - Create editorial teams (5)
 - Styling for entertainment industry
 - Image management and personal styling
 - Assign personal styling assignment

Week 3

- Introduction to photoshoots
 - Researching inspiration
 - Developing production materials
 - Preparing for shoot
 - Shoot application
- Market research for styling
 - Research color and style trends targeting a general market sector
 - Interpreting, researching and developing trends
 - Introduction to research and design for different target markets
 - Assign Digital Styling project (team based)
 - Assist with production book development
- Observe Buffalo Spree editorial photoshoot

Week 4

- Introduction to style writing
 - Developing fashion writing skills
 - Introduction to blogging and other multi-media platforms
 - Professional language
 - Assign fashion writing assignment and bio
- Prep for digital photoshoot (on-campus)
 - Production book review

- Personal styling assignment due

Week 5

- Digital photoshoot (on-campus)
 - Work with local online boutiques

Week 6

- Business aspects of a career in styling
 - Career diversity
 - Portfolio building, branding and networking
 - Structuring of freelance business
- Review - editorial photoshoot concepts
- Observe Buffalo Spree advertising photoshoot

Week 7

- Clothing swap preparation
- Campus clothing swap & styling event

Week 8

- Prep for editorial photoshoot
 - Scout locations
 - Clothing research
 - Model research
 - Solicit hair and makeup

Week 9

- Editorial production book review
- Digital photoshoot project due

Week 10

- Editorial photoshoot prep
- Editorial production book assignment due

Week 11

- Editorial photoshoots – 2
 - Production, execution and wrap-up
- Fashion writing assignment due

Week 12

- Editorial photoshoots – 3
 - Production, execution and wrap-up

Week 13

- Editorial photoshoots – 2
 - Production, execution and wrap-up

Week 14

- Portfolio review
 - Industry professionals review first draft

Week 15

- Final portfolios due
- Final presentations

Week 16

- Final presentations

Appendix C Revised Course Proposal FTT 452

*Buffalo State College
Fashion and Textile Technology Department*

Prefix, Number and Name of Course: FTT 452, Fashion Show Production

Credit Hours: 3

In Class Instructional Hours: 2 **Labs:** 2 **Field Work:** 0

Catalog Description:

Prerequisite: Junior or Senior status; or permission of instructor

This course focuses on the advanced skills and methodologies employed in developing and producing successful events specifically for the fashion industry. Students learn about the theory and practice of fashion show production and are introduced to the different roles and responsibilities involved in creating a successful fashion show or event. Student will explore the role of shows and events within contemporary fashion. Students will learn the practice of fashion show production and event management through presentations, meetings and by working in teams to plan a professional event. Offered every spring semester.

Reasons for Revision:

This course has not been updated in 14 years. It is important to revise the course to keep up with changing trends in the discipline. The class is an elective in Fashion and Textile Technology department.

Student Learning Outcomes	Content References	Assessment
Students will:		
1. Coordinate professional fashion show and events	I - IV	Student and peer performance evaluation rubric
2. Demonstrate the ability to research, generate ideas and create solutions	I - V	Participation in class discussion, assignments, student performance evaluation rubric
3. Apply critical and creative thinking, analysis, reflection and review	I - III	Projects, student performance evaluation rubric

4. Gain leadership experience with applications of negotiation, organization, teamwork, delegation and effective communication	I - IV	Participation in class discussion, student performance evaluation rubric
5. Execute effective self-management in terms of time, planning, behavior and motivation	I & II	Student and peer performance evaluation rubric

Course Content:

- I. Introduction to fashion show production and event planning
 - A. Analysis of the fashion show concept and design process
 - B. Project planning, management, budget and sponsorship
 - C. Fashion show staging, facilities, models, music and script
 - D. Pre-show organization and time management
 - E. Production positions & teams

- II. Introduction to photoshoots
 - A. Researching inspiration
 - B. Developing production materials
 - C. Preparing for shoot
 - D. Shoot application

- III. Effective meeting strategies
 - A. Introduction
 - B. Warm-up
 - C. Interactive exercise
 - D. Work section
 - E. Summary
 - E. Evaluation

- IV. Tools and strategies for teamwork and leadership
 - A. The essentials of teamwork and leadership
 - B. Enhance teamwork with better communication
 - C. Conflict management skills
 - D. Shared problem solving and decision making

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- Vreeland, D. (2011). *D.V.* HarperCollins Publishers.
- Williams, A., & Hall, K. (2005). *Creating your career portfolio: At a glance guide for students*. Upper Saddle River, NJ: Prentice Hall.
- Ziv, Y. (2011). *Fashion 2.0: blogging your way to the front row- the insider's guide to turning*

your fashion blog into a profitable business and launching a new career. CreateSpace Independent Publishing Platform, volume 1.

Periodicals:

Vogue

Harper's Bazaar

International Journal of Fashion Studies

Clothing and Textiles Research Journal (CTRJ)

Journal of Fashion Marketing and Management: An International Journal

Electronic and/or Audiovisual Resources:

WWD Online. (Fashion Industry Women's Wear Daily) <http://www.wwd.com>

WGSN. (Trend forecasting website) <http://www.wgsn-edu.com/>

Vogue. (Online periodical) <http://www.vogue.com>

AnOther. (Online magazine) <http://www.anothermag.com>

First VIEW (Online magazine) <http://firstview.com>

Doneger (Trend forecasting website) <https://www.doneger.com>

Drapers (Online trade publication) <https://www.drapersonline.com>

The Business of Fashion (Online trade publication) <https://www.businessoffashion.com>

DAZED (Online magazine) <https://www.dazeddigital.com>

i-D (Online periodical) <https://i-d.vice.com>

GQ Magazine British (Online periodical) <https://www.gq-magazine.co.uk>

GQ (Online periodical) <https://www.gq.com>

V Magazine (Online periodical) <https://vmagazine.com>

Cool Hunting (Online periodical) <https://coolhunting.com>

Crash (Online periodical) <https://www.crash.fr/fashion/>

Dazed Digital (Online periodical) <http://www.dazeddigital.com>

Ethical Fashion Forum (Fashion forum) <https://the.ethicalfashionforum.com>

Appendix D

FTT 452 Fashion Show Production Course Outline

Week 1

- Name game & interactive exercise
- Introduction to fashion show production
 - Project planning, management, budget and sponsorship
 - Fashion show staging, facilities, models, music and script
- Introduction to Basecamp

- Intro to photoshoots
 - Researching inspiration
 - Developing production materials
 - Preparing for shoot
 - Shoot application
 - Intro to professionalism

Week 2

- Name game & interactive exercise
- Effective meeting strategies
 - Introduction to facilitating meetings
 - Introduction
 - Warm-up
 - Interactive exercise
 - Creative collaboration block
 - Summary & meeting evaluation
 - Discuss student-lead meeting assignment (50 points)
 - Intro to production class format & assignments
- Tools and strategies for teamwork and leadership
 - The essentials of teamwork and leadership
 - Enhance teamwork with better communication
 - Conflict management skills
 - Shared problem solving and decision making

Week 3

- Student-led meetings
 - 10-min interactive exercise

Week 4

- Student-led meetings
 - 10-min interactive exercise

Week 5

- Student-led meetings
 - 10-min interactive exercise

Week 6

- Student-led meetings
 - 10-min interactive exercise

Week 7

- Student-led meetings
 - 10-min interactive exercise

Week 8

- Student-led meetings
 - 10-min interactive exercise

Week 9

- Student-led meetings
 - 10-min interactive exercise

Week 10

- Coordinate Runway jury

Week 11

- Runway look book photoshoot
 - 10-min interactive exercise

Week 12

- Faculty-led meetings
 - 10-min interactive exercise

Week 13

- Runway fashion show

Week 14

- Event evaluation

Week 15

- Final portfolio due & presentations (100 points)
- Reflections due
- Peer evaluation (50 points)

Week 16

- CEP week
- Faculty evaluation (50 points)

Appendix E

Student-led meeting format:

- Print and pass out agenda
- Assign someone to take attendance
- Facilitate a creative activity (Reference: Moving Beyond Icebreakers) [5-10 mins]
- Manage the meeting
- Meeting summary & team assignments
- Everyone evaluates the meeting on a scale of 1-10 on how productive [1-least and 10-most]
- Share notes on Basecamp – FTT 452

Agenda overview

1. Runway title
2. Date & attendance
3. Goals (What might be some goals you want to obtain?)
4. Introduction (Introduce yourself & explain your role)
5. Interactive activity (5-10 mins)
6. Work section
 - Creating a vision for action
 - Hearing updates from committees and determining next steps in several areas
 - Doing specific tasks to prepare for an activity the group is organizing
 - Learning about or reviewing a body of material
 - Discussing experiences or concepts
 - Brainstorming
 - If you break up into smaller groups you should do “report-backs” – Reporting back to the whole group on what has been accomplished, decided or discussed
7. Summary
 - Use this time for announcements or logistical concerns: assignments, reminder of the next meeting date, handouts to be picked up etc.
8. Evaluation