

FASH A116: FASHION STYLING

Item	Value
Curriculum Committee Approval Date	03/10/2021
Top Code	130320 - Fashion Merchandising
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

Principles of fashion styling. This course explores industry terms, styling types, building a styling kit, and working on a set. Examines methods and materials used for careers in fashion styling. Students will create a professional portfolio of work. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Prepare, plan, and implement a professional photo shoot including a styling kit, calendar, and call sheet.
2. Compare the various types of fashion styling.

Course Objectives

- 1. Compare different job responsibilities and careers in styling.
- 2. Identify the various types of styling.
- 3. Examine skills needed to be a successful stylist.
- 4. Build a styling kit.
- 5. Name the key people and steps involved in working on a photo shoot.
- 6. Create a calendar and call sheet for a photo shoot.
- 7. Identify key components in a call sheet.
- 8. Describe the steps in sourcing clothing.
- 9. Plan, implement, and evaluate a test shoot.
- 10. Evaluation of work for portfolio readiness.
- 11. Summarize the history of styling.

Lecture Content

Specialties in Fashion Styling Print styling Editorial styling Video/ Commercial styling Television styling Wardrobe styling Show styling Live Performance styling Celebrity styling Personal shopping Runway styling Retail styling Prop and set styling Photo styling Freelance vs. In house styling Types of Photo Shoots and Styling Specialties On location In studio Product styling Editorial styling E-commerce styling Lifestyle styling Fashion styling Preparing For the Photo Shoot Articulate trends Create mood boards, inspiration, and story boards. Understand industry terms for communication with the production team. Set, plan, and manage a budget Create a buying plan Source clothing, accessories, and

props Conduct a model call and model fitting Approve looks for the shoot Source locations Apparel organization, preparation, and packing Prepare a styling kit Plan a calendar Find studio services and costume houses Build relationships with local retailers Shop second hand clothing stores Track inventory Working on the Photo Shoot Preparing, organizing, and steaming garments Track looks and clothes using a call sheet Scheduling and shoot order Dressing and styling the clothing on the models Photo shoot etiquette and hierarchy Creative problem solving Identify key jobs ad people at a photo shoot as it relates to working as part of a team Wrapping the Photo Shoot Matching receipts Reporting using an Excel spreadsheet Returning merchandise Follow up procedures Building a Styling Portfolio Finding the right agency Building a digital and hardy copy portfolio Create a social media presence

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Lecture, discussion, field trips, and guest speakers.

Reading Assignments

Weekly reading from textbook and current articles related to course content. 2-3 hours per week.

Writing Assignments

Tests and short answer, speaker evaluations, creating call sheets. 2-3 hours per week.

Out-of-class Assignments

Excel spreadsheets, styling kit, and written evaluations. 2-3 hours per week.

Demonstration of Critical Thinking

Test, portfolio evaluation, problem solving exercises, image critique, and evaluation of a professional photo shoot.

Required Writing, Problem Solving, Skills Demonstration

Speaker evaluation, test and short answer, creation of a call sheet, and blog post.

Eligible Disciplines

Fashion and related technologies (merchandising, design, production): Any bachelors degree and two years of professional experience, or any associate degree and six years of professional experience.

Textbooks Resources

1. Required Burns-tran, Shannon and Davis, Jenny. Stylewise, 2nd ed. New York: Fairchild Books, 2018