

FASH A117: CREATIVE PRODUCTION

Item	Value
Curriculum Committee Approval Date	10/04/2023
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)

Course Description

Provides an opportunity to learn fashion creative production for photo shoots, videos, social media, and E-commerce fashion businesses. Areas covered include: planning, producing, hiring models, hiring a production team, permits, and post-production processes. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Use a marketing brief to produce a photo shoot from pre-production to post-production.
2. Describe the differences in planning for different photo shoot locations.

Course Objectives

1. Identify the job duties that contribute to a photo shoot.
2. Create a production calendar and a call sheet for a photo shoot.
3. List the differences between freelance and in-house production.
4. Identify steps in producing a successful photo shoot.
5. Analyze a marketing brief to plan a photo shoot.
6. Create a budget for a photo shoot.
7. Scout studios and on-location sites for a photo shoot.
8. Describe key steps in working with models for a photo shoot.
9. Use industry terminology on a photo shoot.
10. Produce a photo shoot from pre-production through post-production duties.
11. Demonstrate professional photo shoot etiquette.

Lecture Content

Types of Photo Shoot Locations On Location In Studio E-commerce National International Hiring a Production Crew Model Call Pre Production Applying for film permits. Understanding usage rights Print Digital Video Hiring the production crew. Organizing a photo shoot. Research props Research Model Agencies Planning out a budget Negotiate rates and prices. Coordinate samples/merchandise Build a shot list Source shoot locations to align with creative vision. Plan travel On Set Production Photo Shoot Etiquette Time management Coordinate craft services Develop solutions and strategies to improve production process for cost, logistical, and creative efficiency. Studio Organizational

Strategies Working Collaboratively Executing a brief. Execute the budget Post Production Follow up Procedures Finalizing budget Match Receipts Work with Photographer to ensure timeline for shots Thank You Notes Social Media Exposure Reporting Create a feedback loop for continuous improvement. Capturing content for all talent

Method(s) of Instruction

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

Instructional Techniques

1. Lecture/group discussion 2. Instructor feedback 3. Demonstration of tools and materials 4. Problem solving assignments 5. Field trips and guest lecturers 6. Community service

Reading Assignments

Readings provided by instructor related to fashion shoot production and current industry standards. 1-2 hours per week.

Writing Assignments

Creating a production plan including: Budget, production calendar, and call sheets for photo shoot production. 2-3 hours per week.

Out-of-class Assignments

Planning a photoshoot from pre-production through post-production. 2-3 hours per week.

Demonstration of Critical Thinking

Create a PowerPoint of steps taken to create a final photoshoot. Weekly oral presentation skills to communicate with team members. Create call a call sheet. Practice negotiation skills.

Required Writing, Problem Solving, Skills Demonstration

A series of weekly assignments to create a production plan in writing.

Build a written shot list. Create a spreadsheet for planning and implementing craft services and travel plans. Produce and evaluate a photo shoot on campus.

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, S. Davis, Jenny. Stylewise, 2 ed. Bloomsbury, 2019