FASH 0016 - FASHION PORTFOLIO DEVELOPMENT

Catalog Description

Prerequisite: Completion of FASH 4A, 7, 8, and 14 with grades of "C" or better

Hours: 72 (36 lecture, 36 activity)

Description: Creation and use of fashion portfolio for college transfer to a four year school and/or job interviews in the fashion industries. Students brand and market themselves highlighting individual skills and strengths. Exploration of different presentation styles includes print and digital material. As a culmination of study, students present the portfolio in interview format as final project. For advanced students. (not transferable)

Course Student Learning Outcomes

- CSLO #1: Demonstrate principles of design while creating content and layout of finished portfolio.
- CSLO #2: Create computer-aided projects and a digital portfolio to help showcase individual strengths and skills.
- CSLO #3: Critique class portfolios and mock interviews to prepare for actual interviews.

Effective Term

Fall 2017

Course Type

Credit - Degree-applicable

Contact Hours

72

Outside of Class Hours

90

Total Student Learning Hours

162

Course Objectives

Through projects, discussion, and oral presentations student will:
Lecture Objectives:
1. identify personal interests and current or future job or school target;
2. evaluate skill set to highlight strengths and improve weaknesses;
3. formulate a job search plan including a work log;
4. identify the presentation style which best suits personal brand image and skills;
5. select the focus of the portfolio general versus focused specific (Ex. men's, women's, children's, accessories);
6. create a cohesive brand for self and portfolio;
7. critique (self and group) of the finished portfolio pieces;
8. develop a personal statement and resume;
9. formulate cover, job inquiry and thank you letters.
Laboratory Objectives:

1. investigate the skills required to be hired for this type of job by looking at actual job listings;
2. illustrate creativity through blending of text-driven work and complimentary visuals;
3. demonstrate principles of design while creating content and layout of finished portfolio;
4. design computer-aided projects and a digital portfolio or web page;
5. edit work to build concepts and create unity;
6. solve specific self-created challenges to showcase individual strengths and skills;
7. construct an IMP (Individual Marketing Piece) to be used as a mailer or a leave behind piece; select the materials and case which best suit individual focus;
8. assemble a completed portfolio prepared for interviews;
9. practice interviews using the portfolio to prepare for actual interviews.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

Methods of Evaluation

- Projects
  - Example: "Practice interviews using the portfolio" As their final exam students will interview with the instructor using their portfolio as a tool to sell themselves. The quality of the portfolio will receive a grade and the student performance during the interview will also be graded based on: confidence, promptness, preparedness, dress for success, body language, speech, ability to answer questions and presentation of the portfolio.
- Skill Demonstrations
  - Example: "Demonstration of principles of design" The student's final portfolio grade requires the incorporation of the principles of design into their own branded portfolio. Instructor will publish a rubric for the finished portfolio which will include a minimum of 12 pieces. It may take more than 2 pages to adequately show a piece/concept.

Repeatable

No

Methods of Instruction

- Activity
- Lecture/Discussion

Activity:

1. Performance objective: "Demonstrate principles of design". The instructor will present a lecture/discussion on the principles of design. Visual samples will be shown as a PowerPoint and may include examples from books. Students will be asked to respond to the sample portfolio pages and identify use of point, line and shape, color and texture, balance and rhythm, proportion and scale, and placement, pattern and unity in a class discussion. Students will develop their portfolio incorporating the principles of design.

Lecture:

1. Performance objective: "Critique of finished portfolio pieces". Instructor will guide and moderate an in-class critique of student work. Students will be required to participate in the discussion of their work and classmate's work. Each student will offer thoughts, ideas and constructive criticism. This is an exercise in observation and training for participation in design and merchandising meetings as well as any team based work.

Typical Out of Class Assignments Reading Assignments

1. Read college level textbook on development of the portfolio to prepare for hands-on in-class demonstrations by instructor and for self critique throughout the semester. 2. Research and read trade papers and online job listings to understand job descriptions and skill requirements in order to effectively target individual job opportunities and objectives.

Writing, Problem Solving or Performance

1. As part of their portfolio student will create a resume. The appropriate style resume will be cohesive with the overall style of the portfolio and will highlight the student's skill set including their competencies and accomplishments. 2. Business letters - cover, inquiry, job response, thank you and follow up letters. Practice with e-etiquette will also be required. These will be specific to each student's goals.

Other (Term projects, research papers, portfolios, etc.)

1. Create season specific fabric and color stories on presentation boards demonstrating color and graphic sense as well as fabric knowledge. 2. The completed portfolio is the culmination of student work in previous classes which have been reworked or refined to become part of the branded portfolio. The completed portfolio will also contain student and instructor generated challenges identified to create a well rounded portfolio. Create trend story boards and reports to show big picture creative concepts and point of view. The portfolio will be used as a tool in a one-on-one interview with the instructor as the final. Portfolio pieces will be worked on during lab time and outside of class.

Required Materials

- Designing Your Fashion Portfolio from Concept to Presentation
  - Author: Joanne Ciresa Barrett
  - Publisher: Fairchild
  - Publication Date: 2012
  - Text Edition: 1st
  - Classic Textbook?:
  - OER Link:
  - OER:
- Portfolio Presentation for Fashion Designers
  - Author: Linda Tain
  - Publisher: Fairchild
  - Publication Date: 2011
  - Text Edition: 3rd
  - Classic Textbook?:
  - OER Link:
  - OER:
- Fashion Portfolio Design and Presentation
  - Author: Anna Kiper
  - Publisher: Batsford, B.T. Ltd.
  - Publication Date: 2014
  - Text Edition: 1st
  - Classic Textbook?:
  - OER Link:
  - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.

A portfolio with plastic sleeves or pages to contain and present their work, flash drive, access to a color printer, art supplies, which may include pencils, erasers, colored pencils, watercolor, brushes, scissors, glue, markers and paper as needed to create portfolio. Fabric and trim swatches. Digital photography may also be used to present images.