



UNIVERSITI TEKNOLOGI MARA

ADE462: FASHION SEMINAR

<b>Course Name (English)</b>	FASHION SEMINAR <b>APPROVED</b>
<b>Course Code</b>	ADE462
<b>MQF Credit</b>	3
<b>Course Description</b>	This course offers student to identify problems toward a promotion of a fashion show which include planning, managing and exploration. Besides that, students will be able to work in a group as to achieve a successful fashion show.
<b>Transferable Skills</b>	teamwork, decision making, discipline.
<b>Teaching Methodologies</b>	Lectures, Practical Classes, Discussion, Presentation
<b>CLO</b>	CLO1 Accommodate and manage a fashion event (fashion show) wholly. CLO2 Respond effectively in a group and practicing leadership qualities. CLO3 Illustrate the concept given by clientele into reality.
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
1. 1. An introduction to the history of fashion shows 1.1) N/A	
2. 2. The needs of different organizations in promoting fashion designers 2.1) N/A	
3. 3. The needs to offer and promote a fashion show, stage show, art and craft exhibition at the national and international level 3.1) N/A	
4. 4. Human psychology the role of mass communication in a production 4.1) N/A	
5. 5. The preparation before organizing a production such as; the role of the administration in preparing the budget and the needs to look for sponsors 5.1) N/A	
6. 6. Production planning 6.1) N/A	
7. 7. The role of a choreographer 7.1) N/A	
8. 8. The role and responsibility of the artistic manager 8.1) N/A	
9. 9. The role and responsibility of the set designer 9.1) N/A	
10. 10. The role and responsibility of the sound master 10.1) N/A	
11. 11. The role and responsibility of the lighting crew 11.1) N/A	
12. 12. Wardrobe master, hair- do and make up 12.1) N/A	
13. 13. Scheduling, technical, production meeting and the final preparation of the fashion show 13.1) N/A	

**14. 14. Project – The fashion show.**  
14.1) N/A

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	project 1	30%	CLO1
	Assignment	project 2	30%	CLO2
	Assignment	Final Project	40%	CLO3

<b>Reading List</b>	<b>Recommended Text</b>	Moore, Gwyneth 2012, <i>Fashion Promotion</i> , AVA Publishing
<b>Article/Paper List</b>	This Course does not have any article/paper resources	
<b>Other References</b>	This Course does not have any other resources	