



UNIVERSITI TEKNOLOGI MARA

EAD206: FASHION SEMINAR

Course Name (English)	FASHION SEMINAR APPROVED
Course Code	EAD206
MQF Credit	2
Course Description	Fashion seminar students will be introduced to the fashion promotion processes and exposed to the fashion events preparation. The students must work as a team to develop coordinated promotional package that includes display and fashion event.
Teaching Methodologies	Lectures, Studio, Presentation
CLO	CLO1 Identify fundamental of fashion promotion display. CLO2 Work as a team to organize fashion events.
Pre-Requisite Courses	No course recommendations
Topics	
1. 1. Introduction to Fashion Seminar 1.1) 1.1 Fashion Display project 1.2) 1.2 Fashion Event project	
2. 2. Fashion Promotion Display 2.1) 2.1 Props, lighting, colour scheme 2.2) 2.2 Ideas, concept, theme 2.3) 2.3 Display presentation	
3. 3. Fashion Event 3.1) 3.1 Mini Fashion Show 3.2) 3.2 Diploma Fashion Show preparation	

Assessment Breakdown	%
Continuous Assessment	100.00%

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Assignment	This project required students to take part as a production crew to conduct a mini fashion show.	30%	CLO2
	Assignment	This project required students to take part as a production crew in pre-diploma fashion show.	40%	CLO2
	Group Project	This project required students to produce fashion window display.	30%	CLO1

Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Judith C. Everett, Kristen K. Swanson 2013, <i>Guide to Producing a Fashion Show</i>, 3rd Ed., Fairchild Books New York [ISBN: 9781609015060] • Puffy Cheung 2013, <i>Fashion Eyes</i>, Sendpoints [ISBN: 9789881562456] • Susan Dillon 2011, <i>The Fundamentals of Fashion Management</i>, A&C Black Switzerland [ISBN: 9782940411580] • Uche Okonkwo 2007, <i>Luxury Fashion Branding</i>, Palgrave Macmillan [ISBN: 9780230521674]
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	