



## UNIVERSITI TEKNOLOGI MARA

### EAD464: FASHION EVENT SEMINAR

<b>Course Name (English)</b>	FASHION EVENT SEMINAR <b>APPROVED</b>
<b>Course Code</b>	EAD464
<b>MQF Credit</b>	2
<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>	Slide Show, field trip, visiting shopping complex
<b>Teaching Methodologies</b>	Lectures, Blended Learning, Demonstrations, Field Trip, Case Study, Supervision
<b>CLO</b>	CLO1 Able to plan and manage an event (fashion show). CLO2 Able to work effectively in a group. (P3) CLO3 Able to perform leadership qualities. (C4)
<b>Pre-Requisite Courses</b>	No course recommendations
<b>Topics</b>	
<b>1. Introduction to the history of fashion show.</b>	
<b>2. The needs of different organizations in promoting fashion designers</b> 2.1) n/a	
<b>3. The needs to offer and promote a fashion show, stage show, art and craft exhibition at the national and international level.</b>	
<b>4. Human psychology the role of mass communication in a production.</b>	
<b>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.</b>	
<b>6. Production planning.</b>	
<b>7. The role of a choreographer to successfully interpret the concept which has been discussed by the fashion designers</b> 7.1) n/a	
<b>8. The role and responsibility of the artistic manager to successfully follow through the concept which has been finalized.</b> 8.1) n/a	
<b>9. The role and responsibility of the set designer.</b> 9.1) n/a	
<b>10. The role and responsibility of the sound master.</b> 10.1) n/a	
<b>11. The role and responsibility of the lighting crew.</b> 11.1) n/a	
<b>12. Wardrobe master, hair- do and make up.</b> 12.1) n/a	
<b>13. Scheduling, technical, production meeting and the final preparation of the fashion show.</b> 13.1) n/a	
<b>14. Project – The fashion show.</b> 14.1) n/a	



<b>Assessment Breakdown</b>		<b>%</b>		
Continuous Assessment		100.00%		
<b>Details of Continuous Assessment</b>	<b>Assessment Type</b>	<b>Assessment Description</b>	<b>% of Total Mark</b>	<b>CLO</b>
	Assignment	Assignment 1	30%	CLO2
	Group Project	Field trip : Window display assignment	40%	CLO3
	Individual Project	Assignment Type of stage	30%	CLO1
<b>Reading List</b>	<b>Reference Book Resources</b>	<ul style="list-style-type: none"> <li>• Linda O Keeffe. 1997, <i>Shoes A Celebration of Pump, Sandals, Slipper</i>, Sing Cheong Printing Ltd,</li> <li>• Florence E. Ledger 1985, <i>Put Your Foot Down</i>, Colin Venton Ltd. Wiltshire</li> </ul>		
<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			