

DEPARTMENT OF HOME SCIENCE

B.A (Prog.) with Apparel Design & Construction (ADC) **Pool of Discipline Specific Elective Courses (DSE) for Even Semester** *Category-V*

DISCIPLINE SPECIFIC ELECTIVE COURSE **DSE-2-ADC: FASHION EVENT MANAGEMENT**

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Fashion Event Management	4	3	1	0	Class XII Pass	NIL

Learning Objectives:

- To create an understanding of the different types of fashion events and the planning required for their successful organisation.
- To familiarise the students with the various practical steps involved in the organisation of fashion events and their proper coordination
- To develop practical knowledge of the administrative, designing, planning, marketing, operational and risk management aspects of fashion events through project work.

Learning Outcomes:

After completing this course, the learner will be able to:

- List the types and components of fashion events
- Create an initial event plan covering theme, duration, target audience and budget
- Prepare a checklist for venue related activities and their management
- Describe the steps required for successfully staging the fashion event
- Explain the process of marketing the event and mobilising sponsorships
- State the legal compliance and safety requirements
- Describe the role of themes, target audience and media communication in successful fashion shows
- List the logistics arrangements and personnel requirements of a fashion show
- Prepare a checklist of the organisational requirements of a fashion show

SYLLABUS OF DSE-2-ADC

THEORY **(Credits 3; Hours 45)**

UNIT I: Understanding and Planning Fashion Events

10 Hours

This unit introduces the students to the types of fashion events and their planning requirements.

- Types, categories and Principles of Event Management

- Types of fashion events – fashion show, fairs & trade show, product launch
- Role of an event coordinator - Administration, Design, Marketing, Operations, Risk
- Creating an event plan
- Initial Planning Requirements: Creating themes, targeting the audience /vendors, Timing the event, Finding a venue, Guest lists and Invitations, Team organisation, preparing duty charts, Budget estimation, seeking sponsorships

UNIT II: Designing & Executing Fashion Show

20 Hours

This unit creates an understanding of the various steps in the organisation of fashion shows.

- Venue requirements: Stage design, Seating plan, Lighting and allied audio-visual effects, Programme Booklet, Catering arrangements, Progress monitoring through checklists
- Catwalk Presentation Requirements: Merchandise selection, Models selection, Music and choreography, Final show sequence and rehearsals, Fitting sessions, Dressing area arrangements, Commentary requirements, Closing and striking the show

UNIT III: Marketing & Managing Fashion events

15 Hours

This unit helps in understanding the various aspects related to promoting, managing and analysing fashion events

- Creating a pre and post-event promotion plan; preparing press release and media kit
- Post Show Evaluation
- Ensuring Legal Compliance, Safety & Security: Licenses and permissions to be obtained, Risk Management for prevention of hazards, Security for people and merchandise

TUTORIALS (Credits 1; Hours 15)

Tutorial classes will involve:

1. Q&A sessions/ Group discussions/ Problem Solving exercises with the Students
2. Presentation of project/ research activity by students
3. Any other scholastic work related to application of conceptual understanding of the subject.
4. Evaluation and feedback by the teacher

ESSENTIAL READINGS:

- Everett C., Swanson K. (2018). *Guide to Producing a Fashion Show* (3rd Edition). New York: Bloomsbury Publications.
- Silvers J. (2012). *Professional Event Coordination* (2nd Edition). New Jersey: Wiley.
- Ukaegbu Raymond, (2023), *Essentials of Fashion Show Production*, Goloko Diaries

SUGGESTED READINGS:

- Berners P. (2017). *The Practical Guide to Organizing Events*. UK: Taylor & Francis Publisher.
- Robinson P., Dikson G., Wale D. (2010). *Event Management: An Introduction*. CABI Publication.
- Taylor P. (2012). *How to Produce a Fashion Show from A to Z*. New Jersey: Pearson Prentice Hall.

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.