FDM 232: Client Based Styling
Spring 2016

COURSE DESCRIPTION:
This course offers a comprehensive approach and understanding of the “ins and outs” of what it takes to be successful in the Fashion Styling Career field. This course will address the styling issues at hand, with a hands-on approach to consulting and working with a client, proper fit, identification of body types, photo shoot creation, and the explorations of various styling career opportunities and expectations.

Prerequisite: FDM 101, 102, 172.
Restricted to Fashion Design and Merchandising majors.
3.000 Credit hours, 3.000 Lecture hours

COURSE OBJECTIVES:
After completion of this class, through “hands-on” application, text and lecture, the student will be able to:

✔ Understand the roles and responsibilities of a professional stylist in various environments
✔ Properly incorporate and understand the styling techniques necessary to enhance and fulfill any client’s vision as a stylist.
✔ Understand the differences between the different types of styling and the skills that styling jobs require.
✔ Understand proper fit, body types and be able to make appropriate clothing selections and style/image consultation based on the needs of the client.
✔ Build a relevant and professional portfolio

REQUIRED TEXT:

SUPPLIES:
Digital Camera, Journal or Sketchbook (for inspirations), Glue Sticks, Magazines, Portfolio

IN CLASS PROJECTS:
Impromptu class projects will be provided throughout the course to enhance and allow a “hands-on” approach towards related text information. Projects are based on handouts and lecture information. Projects: 10 Projects, each worth 15 points.

UNIT EXAMS AND ASSIGNMENTS:
1. Assignments: 4 Assignments, each worth 50 points.
2. Final Project: worth 150 points.

FINAL GRADE DETERMINATION

| ✔ ASSIGNMENT 1 | 50 |
| ✔ ASSIGNMENT 2 | 50 |
| ✔ ASSIGNMENT 3 | 50 |
| ✔ ASSIGNMENT 4 | 50 |
| ✔ FINAL PROJECT | 150 |
| ✔ PROJECTS: 10 x 15 points/ea. | 150 |
| ✔ TOTAL POINTS: | 500 |

TOTAL POINT DISTRIBUTION

A = 500-450 100%-90%
B = 449-400 89%-80%
C = 399-350 79%-70%
D = 349-300 69%-60%
F = 299-000 59%-00%
ATTENDANCE/POLICIES:

- Attendance will be taken daily. Anyone arriving five minutes after class will be counted as absent.
- All projects must be completed and turned in by the end of class to receive credit.
- There is a no tolerance policy for cell phones in the classroom. Cell phones need to be turned off and put away during class time.

LATE WORK AND ASSIGNMENTS:

Projects must be completed and turned in at the end of class to receive points, unless proper documentation (example: written doctors note) is provided. The final project and assignments will be accepted as late, only if proper documentation is provided. It is to the discretion of the instructor to accept the final project or any assignments as late without proper documentation. If the final project and/or assignments are turned in late without documentation, the assignments and/or projects' final grade will be penalized.

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“TENTATIVE” COURSE CALENDAR

Chapter 1: THE FASHION STYLIST:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>January 20</td>
<td></td>
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<tr>
<td>January 22</td>
<td>“What is Fashion Styling?”</td>
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<tr>
<td>January 25</td>
<td>“Aspects of the Job”</td>
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<tr>
<td>January 27</td>
<td>“A Career in Fashion Styling”</td>
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<tr>
<td>January 29</td>
<td><strong>IN-CLASS PROJECT 1: “MY FIRST CLIENT”</strong></td>
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Chapter 2: ESSENTIAL RESEARCH:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>February 1</td>
<td>“Fashion Awareness” and “Fashion Communication”</td>
</tr>
<tr>
<td>February 3</td>
<td>“Contextual Studies” and “Fashion Referencing”</td>
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<tr>
<td>February 5</td>
<td><strong>IN-CLASS PROJECT 2: “CONVEYING A MESSAGE: ABSTRACT CONCEPTS”</strong></td>
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Chapter 3: SECTORS WITHIN STYLING:

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>February 8</td>
<td>“Editorial Styling”</td>
</tr>
<tr>
<td>February 10</td>
<td>“Commercial Styling”</td>
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<tr>
<td>February 12</td>
<td>“Still-Life Styling”</td>
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</tbody>
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*Assignment 1: Due: Friday, February 19, 2016

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
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<tbody>
<tr>
<td>February 15</td>
<td>“Personal Styling”</td>
</tr>
<tr>
<td>February 17</td>
<td>“Personal Styling: Body Types”</td>
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<tr>
<td>February 19</td>
<td>“Personal Styling: Proper Fit” (Assignment 1 Due)</td>
</tr>
<tr>
<td>February 22</td>
<td>“Personal Styling: Clothing Selection (Fabrications, Seasons Trends)”</td>
</tr>
<tr>
<td>February 24</td>
<td><strong>IN-CLASS PROJECT 3: “QUICK CHANGE ARTISTS”</strong></td>
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<tr>
<td>February 26</td>
<td><strong>IN-CLASS PROJECT 3: continued</strong></td>
</tr>
</tbody>
</table>

*Assignment 2: Due: Friday, March 11, 2016
Chapter 4: PREPARING FOR A PHOTOSHOOT:
February 29  “Working With A Team” and “Inspiration and Development”
March 2  “Casting The Model”
March 4  IN-CLASS PROJECT 4: “TEAMWORK”
March 7  IN-CLASS PROJECT 4: “TEAMWORK” (continued)
March 9  “Locations”
March 11  “Locations” continued (Outdoor participation) (Assignment 2 Due)
March 14  NO CLASS: SPRINGBREAK
March 16  NO CLASS: SPRINGBREAK
March 18  NO CLASS: SPRINGBREAK
March 21  “Sourcing Clothes”
March 23  “Props and Set Design”
March 25  IN-CLASS PROJECT 5: “A DAY IN THE LIFE OF A STYLIST” (Group Project)

Chapter 5: THE PHOTOSHOOT IN PRODUCTION
March 25  “Production Planning”
March 28  “Final Brief and Testing”
March 30  “Day of the shoot”
April 1  WORKDAY for Project 6
April 4  IN-CLASS PROJECT 6: “OUR FIRST SHOOT: The Importance Of Teamwork”
April 6  IN-CLASS PROJECT 6: continued, Day 2
April 8  IN-CLASS PROJECT 6: continued, Day 3
April 11  “Editing Photographs”
April 13  “Post Production and Layout”
April 15  IN-CLASS PROJECT 7: “EDITING AND LAYOUT”

*Assignment 3: Due: Wednesday, April 27, 2016

Chapter 6: FASHION IN MOTION
April 18  “Catwalk Shows and Events”
April 20  “Show Production: Before and After”
April 22  IN-CLASS PROJECT 8: “THE SHOW MUST GO ON: Emergency Kit”
April 25  “Styling for the Internet”
April 27  “Catalog Styling” (Assignment 3 Due)

*Assignment 4: “WORKING AS A STYLIST: FDM SENIOR SHOW! THURSDAY, APRIL 21
April 29  IN-CLASS PROJECT 9: “AN EYE FOR DETAIL”
May 2  “On-line Blogs and The Role Bloggers Play in the Industry”
May 4  “Magazines!”
May 6  IN-CLASS PROJECT 10: “BLOGGING”

May 13  FINAL PROJECTS DUE: PRESENTATIONS 10:15-12:15

*The schedule and procedures in this course are subject to change in the event of extenuating circumstances.
Detailed Course Policies and Procedures:
FDM 232
Spring 2016

1. Class Etiquette:
   > When you get into the classroom, please turn off your cell phone and put your phone away, in your backpack or your purse.
   > Certain courtesies are expected to be shown in the classroom. Please remember to be polite to each other, as well as being patient with the instructor when you have a question.
   > Please, when at all possible, arrive at class on time. If you must enter (or leave) the class after it has begun, please do so as quietly and as unobtrusively as you are able. Do not walk across the room. Please sit in a seat nearest the door.
   > See to your bathroom and drinking fountain needs BEFORE class or during scheduled breaks.
   > Please do not sleep during class time. If you are very tired or ill, please go home and get the rest that you might need.
   > Please clean up after yourself, and make sure that you don’t leave anything important behind you when you leave.
   > Do not have long, involved conversations with each other during class. Please do not pass notes back and forth to each other during class.
   > No headphone or radio use by students during class time without instructor approval.
   > No use of any tobacco products during class; this includes smokeless tobacco.
   > Please help keep the classroom friendly by being courteous to those around you. Gum-popping, bubble-blowing, spitting, humming or singing often disturbs others in the classroom, and may make it difficult for some students to concentrate. So, please refrain from any type of behavior that might affect other students. (Also, when cold season starts, make sure that you have enough kleenix with you!)
   > No children are allowed in the classroom (nothing in our classrooms are child-proof!) If you need to stay at home with your child, please email me and let me know your circumstances.

2. Attendance: Attendance in classes is mandatory. Please contact the instructor as soon as possible if you miss a class. If you have to miss a class, it is your responsibility to get any missed information, etc. from another student. The instructor will not give you copies of her lectures or power point presentations. If you miss three or more class periods, it is advised that you drop the course. Please do not email me or contact me about nonsense absences (stayed up too late, partying etc.). If you do not have proper documentation for your absence, you will still be counted as absent.

3. Make-Up Assignment or Test Policy: If you miss a test or the due date for a class project or assignment, you must contact the instructor within 24 hours of the missed class time. If you do not contact the instructor within that 24 hour period, you will not be allowed to make up the test or hand in the project. The instructor will evaluate any other extenuating circumstances in the event that the student cannot contact the instructor within that 24 hour period.
   Make sure if you have medical documentation for an absence that you bring it to the instructor.

4. Incomplete/WF Policy:
   > Incompletes: A grade of I (Incomplete) is given only under extraordinary circumstances. Each request will be considered on an individual basis. Incompletes can only be given if the student is doing passing work at the time that the incomplete is requested. If you are NOT doing passing work (C or better) you cannot be given an incomplete. Incompletes remain on the books for one year; if you have not re-taken the course or completed the work, your grade automatically changes to an F. It is the responsibility of the student to take care of his or her incomplete grade status.
   > Withdrawal from Class: It is the responsibility of the student to start the process for an official withdrawal from class. If a student just stops attending a class without officially withdrawing from the class before the tenth (10th) week of classes, the instructor may assign a grade of WF, along with noting the last day of attendance in the course. This is a grade designation that is computed as an F in the students GPA, and may affect your financial aid eligibility as well. If you do not wish to continue in a course, please see your advisor immediately so that you can officially withdraw from the course, rather than accepting a WF. Please note that if you stop attending the class after the tenth (10th) week of classes, the instructor is to assign a grade of F.
5. **Changes in Course Syllabus:** Although the instructor makes every attempt not to change the original course syllabus, there are times when circumstances demand that modifications be made. Changes will be announced during scheduled class times, either orally or in a memo. Usually, the types of changes that may be expected are modifications in lecture topics (i.e., pushing a lecture up, or pushing a lecture back), changes in exam or project due dates (usually to a later date), or elimination of selected projects or project requirements.

6. **Other Information:** Additional course polices (regarding such items as student conduct, grading, and plagiarism) as set by the University are available online. Information on grading and other academic matters is also contained in the Undergraduate Catalog. Please remember that YOU are ultimately responsible for understanding your academic requirements. So keep up with your college career choices: classes, sequence of classes, and the number of credits you are earning.

**EMERGENCY PROCEDURES STATEMENT**

**QUIGLEY HALL EMERGENCY RESPONSE PROCEDURES:**

Southern Illinois University Carbondale is committed to providing a safe and healthy environment for study and work. Because some health and safety circumstances are beyond our control, we ask that you become familiar with the **SIUC Emergency Response Plan** and **Building Emergency Response Team (BERT) program**. Emergency response information is available on posters in buildings in Quigley Hall and elsewhere on campus, available on the BERT’s website at [www.bert.siu.edu](http://www.bert.siu.edu), Department of Public Safety’s website [www.dps.siu.edu](http://www.dps.siu.edu) (disaster drop down) and in the Emergency Response Guidelines pamphlet. Know how to respond to each type of emergency.

Instructors will provide guidance and direction to students in the classroom in the event of an emergency affecting your location. **It is important that you follow these instructions and stay with your instructor during an evacuation or sheltering emergency.** The Building Emergency Response Team will provide assistance to your instructor in evacuating the building or sheltering within the facility.

If an evacuation of Quigley Hall is required during an emergency, **ALL School of Architecture students, faculty, and staff (from all three programs) are to gather ASAP after exiting in the grassed area east of the Quigley Courtyard and covered walkway area to determine if there are people unaccounted for at that particular time.** There are four SoA faculty members that are part of the SIUC Quigley Hall BERT Team (Brazley, Frisch, Studek, and Swenson) who will be facilitating the necessary emergency procedures. There are **BERT Posters** located in numerous public areas throughout Quigley with Quigley Team emergency phone numbers.

**Do not hesitate to call 911** if you have any sense of emergency and there isn’t a faculty or staff person available to immediately assist – There are highly qualified and prepared professionals to make a response decision and to give you advice over the phone.

**QUIGLEY HALL EMERGENCY RESPONSE MEETING AREAS:**

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>AREA</th>
<th>LOCATION</th>
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<tbody>
<tr>
<td>Food and Nutrition</td>
<td>1</td>
<td>Woody Hall grassed area West of Quigley main entry</td>
</tr>
<tr>
<td>Child Development</td>
<td>2</td>
<td>North side Quigley beyond fenced area</td>
</tr>
<tr>
<td>Social Work</td>
<td>3</td>
<td>Grassed area NE of loading dock and auditorium</td>
</tr>
<tr>
<td><strong>School of Architecture</strong></td>
<td>4</td>
<td><strong>Grassed area East of Quigley patio and the covered walkway</strong></td>
</tr>
<tr>
<td>College of Education-Pre-School</td>
<td>5</td>
<td>Grassed walkway area beyond South Entry</td>
</tr>
<tr>
<td>General Classrooms &amp; Auditorium</td>
<td>1,3, and 4</td>
<td><strong>Please instruct those outside the faculty, students and visitors during an emergency</strong></td>
</tr>
</tbody>
</table>