COURSE DESCRIPTION

This course offers the study of event planning, with emphasis placed on fashion-related events. Planning includes all forms of sourcing, budgeting, establishing dates, selecting and reserving event sites, acquiring permits, working with vendors, and assessing the client's image and communication needs. Prerequisite: FDM 281. Restricted to Fashion Design and Merchandising majors. 3.000 Credit hours, 3.000 Lecture hours

COURSE OBJECTIVES

After completion of this class, the student will be able to:
1. Understand how to find and utilize resources for planning a promotional event.
2. Establish timelines and checklists.
3. Develop event planning from the initial concept to ongoing management.
4. Plan, develop, organize and execute an event.

REQUIRED TEXT


COURSE HANDOUTS

Handouts will be provided throughout the course to supplement text information.

UNIT EXAMS AND CLASS PROJECT

1. Assignments: 4 Assignments, each worth 50 points.
2. Final Project: worth 100 points.

<table>
<thead>
<tr>
<th>FINAL GRADE DETERMINATION</th>
<th>TOTAL POINT DISTRIBUTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSIGNMENT 1 50</td>
<td>A = 300-270 100%-90%</td>
</tr>
<tr>
<td>ASSIGNMENT 2 50</td>
<td>B = 269-240 89%-80%</td>
</tr>
<tr>
<td>ASSIGNMENT 3 50</td>
<td>C = 239-210 79%-70%</td>
</tr>
<tr>
<td>ASSIGNMENT 4 50</td>
<td>D = 209-180 69%-60%</td>
</tr>
<tr>
<td>FINAL PROJECT 100</td>
<td>F = 179-000 59%-00%</td>
</tr>
<tr>
<td>TOTAL POINTS 300</td>
<td></td>
</tr>
</tbody>
</table>

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 only be accepted late, if proper documentation is provided. It is to the discretion of the instructor to accept the final project or any assignments late without proper documentation. Such acceptance would result in an automatic reduction in points.

FDM 282: Fashion Event Planning
Spring 2016
“Tentative” Course Calendar

SECTION1: THE ANATOMY OF AN EVENT
January 20 ***NO CLASS***
January 22
January 25
January 27
January 29

SECTION2: THE BIG PICTURE: “DEFINING YOUR VISION”
February 1
February 3

SECTION2: THE BIG PICTURE: “THE PLANNING SESSONS”
February 5
February 8
February 10
February 12

SECTION2: THE BIG PICTURE: “WHERE IS THE MONEY?”
February 15
February 17
February 19
February 22

ASSIGNMENT 1: Due: Friday, March 6, 2016

SECTION3: GREENING YOUR EVENT: “PLANNING FOR THE ENVIRONMENT”
February 24
February 26
February 29
March 2
March 4 ASSIGNMENT 1 DUE

SECTION4: HIGH LEVEL LOGISTICS: “GETTING SPECIFIC IN YOUR DESIGN”
March 7
March 9
March 11
March 14 ***NO CLASS***
March 16 ***NO CLASS***
March 18 ***NO CLASS***
March 21
March 23
March 25

ASSIGNMENT 2: DUE: FRIDAY, April 1, 2016
SECTION 4: HIGH LEVEL LOGISTICS: “CREATING THE ATMOSPHERE”
March 28
March 30
April 1 ASSIGNMENT 2 DUE

SECTION 4: HIGH LEVEL LOGISTICS: “FOOD AND BEVERAGE”
April 4
April 6
April 8

SECTION 4: HIGH LEVEL LOGISTICS: “MARKETING YOUR EVENT”
April 11
April 13
April 15

ASSIGNMENT 3: DUE: FRIDAY, April 22, 2016

SECTION 5: GADGETS, CONTRACTS, AND SECURITY: “STAYING ON TOP OF TECHNOLOGY”
April 18
April 20

APRIL 21 ASSIGNMENT 4: FDM SENIOR FASHION SHOW!

SECTION 5: GADGETS, CONTRACTS, AND SECURITY: “CONTRACTS AND INSURANCE”
April 22 ASSIGNMENT 3 DUE
April 25

SECTION 5: GADGETS, CONTRACTS, AND SECURITY: “SECURITY ISSUES”
April 27

SECTION 6: ON-SITE LOGISTICS: “LOGISTICALLY SPEAKING”
April 29

SECTION 6: ON-SITE LOGISTICS: “THE DAY HAS ARRIVED/AFTER THE SHOW”
May 2
May 4
May 6

May 11 FINAL PRESENTATIONS 8:00am-10:00am

*The schedule and procedures in this course are subject to change in the event of extenuating circumstances.
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 Kleenex 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 are contact me about nonsense absences (stayed up to late, partying etc.). If you do not have proper documentation for you 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 24hour 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 24hour period.

   Make sure if you have medical documentation for an absence that you bring it to the instructor.

4. **Incomplete/WF Policy:**

   > **Incomplete:** 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 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>
</tr>
</thead>
<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>Please instruct those outside the faculty, students and visitors during an emergency</td>
</tr>
</tbody>
</table>