

Course guide book for Exhibition and Display

Wollo University

Kombolcha Institute of Technology

School of Textile, leather and Fashion Technology

Fashion design Program

courses	
Title	Exhibition and display
Code	Fdes 4214
ECTS	4
Manager	
Instructor	Tewodros Tenagne
Target	4 th year fashion design
Lecture Hrs	Monday morning

Instructor	
Name	Tewodros tenagne
Office location	
Email	designertewodros@gmail.com
Phone No	0968988001
Consulation Hrs	Monday 8:00 - 11:00 Thursday 8:00 – 11:00
Do not hesitate to come at any time if I am available in my office out of the indicated time line	

Course description:-

Over the past number of years, new media and technology have revolutionized how fashion is seen and communicated, and led to an increase in the demand for fashion communication. Nowadays, fashion designers and fashion brands are able to present, promote and market their new work through various forms and media.

One of those immersed platforms is Fashion exhibition, which is a different form of presentation and communication, free from the strict and busy fashion season calendar and free from the pressure of the sales figures. Fashion exhibitions are breaking visitor records worldwide: the growing popularity and marketability of fashion have been followed by a rise in its public visibility and academic discussion. While considering the common platforms like Fashion show, Since it is exciting and theatrical presentation of apparel and accessories on live models conducted by many different market

Course guide book for Exhibition and Display

levels, it should be an entertaining and rewarding experience for show producers, participants, and the audience.

Course objectives:-

- ✓ To identify basics of fashion communication practices and platforms.
- ✓ To provide fundamental Understanding about fashion show - history, types, and intended purpose.
- ✓ To identify and discuss about Components of fashion show production.
- ✓ To write a fashion show proposal.
- ✓ Creating fundamental understanding on fashion exhibitions
- ✓ To show and review practices on fashion exhibitions.
- ✓ To explain the importance of visual merchandising and display basics.
- ✓ Exploring visual merchandising practices, display techniques and planning.
- ✓ To summarize the aspects of merchandise presentations and workout visual merchandise project.

Week	Content	Activity
1 & 2	<ul style="list-style-type: none">➤ Introduction➤ Fashion communication➤ Fashion communication terms	Discussion
3,4,5	<ul style="list-style-type: none">➤ Fashion show➤ Definition of fashion show➤ Key fashion show terms➤ Purpose of fashion show /why produce fashion shows?➤ History of fashion show.➤ Types of fashion show /Production, Formal runway, informal/➤ Various types of specialized fashion presentations within the fashion industry.	Quiz 1
6,7,8	<ul style="list-style-type: none">❖ Planning fashion shows.❖ Coordinating merchandise and models❖ Model selection❖ Coordinating physical layout	Presentation by students

Course guide book for Exhibition and Display

	Mid exam	
9	<p>➤ The Show</p> <ul style="list-style-type: none"> • Rehearsing • Preparing backstage • Presenting the fashion show • Closing the show • Striking the show • Being professional • Canceling the show • Evaluating the show <p>✓ Specific elements to evaluate</p>	Assignment
10,11,12,	<p>Visual merchandising</p> <ul style="list-style-type: none"> ✓ The importance of visual merchandising ✓ Store interior ✓ Selling area layout ✓ Store decor and atmospheres 	Team presentation
13,14	<ul style="list-style-type: none"> ✓ Merchandise presentation ✓ Merchandise fixtures ✓ Merchandise arrangement on walls 	
	Final exam	

Course guide book for Exhibition and Display

Assessment/Evaluation & Grading System:-

The Lecture and Tutorial parts of the course will each be evaluated separately for 100 % and the final marks will be arrived at by giving weights according to the hours allocated to the Lecture and Tutorial parts. The details are given below:





Lecture Part (Weight 40%)		Tutorial Part (Weight 60%)	
Mid-Term Examination	40 %	Assignment	30 %
Final Examination	60 %	Presentation 1 and 2	30 %
		Quiz:	10 %
		Project:	30 %
Total	100%	Total	100%

Course policy:-

All students are expected to abide by the code of conduct of students throughout this course. Academic dishonesty, including cheating, fabrication, and plagiarism will not be tolerated and will attract disqualification of marks or values. It is expected from students to do all the assignments they are supposed to accomplish. Students are required to submit and present the assignments provided according to the time table indicated. Teachers give directions and instruction about assignments and other responsibilities of students. The mode of delivery shall encourage active participation of students. If students miss more than 85% of the class attendance, they will not sit for final exams.

Class activities will vary day to day, ranging from lectures to discussions. Students are appreciated to ask any question at any moment in class and during consultation periods. Cell phones MUST be turned off before entering the class as they are disruptive and annoying to the class.

Reference books for the course:-

-  Judith C. Everett, Kristen K. Swanson, Guide to producing a fashion show. (Third Ed.)
-  Mary G. Wolf, Fashion marketing & merchandising, (fourth Ed.)
-  Entwistle & Wisnger, fashioning models.
-  Gerda Buxbaun, Fashion in context

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Approved by

Department head

Name

Signature

Date

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Student Advisor

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Signature

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Instructor

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