

Specification of Competency Standards
for the Fashion Industry
Unit of Competency

Functional Area - Design

Title	Organise design presentation in a fashion show
Code	108102L4
Description	Organise a fashion show to present latest fashion products. This applies to individuals who are required to coordinate a fashion design presentation to an audience in a fashion show.
Level	4
Credit	5
Competency	<p>Performance Requirements</p> <p>1. Knowledge in the subject area</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the theme and purpose of a fashion show presentation • differentiate between the different types of fashion shows • outline the fashion show plan • familiarise with the production and rundown of a fashion show • identify the roles of different parties involved in a fashion show presentation <p>2. Application and process</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • identify the design presentation (fashion show) plan and its requirements (e.g. theme, schedule, budget) • select the fashion products in accordance with the requirements (e.g. theme) • liaise with the model agency to cast models and arrange model fittings • collaborate with a production house / event management team for stage arrangement (e.g. runway, lighting, music) and fashion show execution • coordinate with related parties to execute stage performance (e.g. hair stylist, make-up artist, fashion show choreography) • plan fashion show rundown and consult with related parties to make necessary adjustment • arrange guest invitations and the seating plan to maximise visibility <p>3. Exhibit professionalism</p> <p style="padding-left: 40px;">Be able to:</p> <ul style="list-style-type: none"> • work collaboratively with all parties involved to ensure the smooth production of a fashion show • ensure that the fashion show presentation achieve its intended purpose (e.g. arouse market attention)
Assessment Criteria	<p>The integrated outcome requirements of this UoC are the abilities to accomplish:</p> <ul style="list-style-type: none"> • Organisation of the fashion show by collaborating with related parties so as to present latest fashion designs and to draw market attention.
Remark	