



## SUMMER PROGRAM 2024

**Course title:** Fashion Editorial

**Meeting Times and Days:** July 15 – July 26, 2024 / Monday - Friday, 9am to 5pm

**Instructor:** André Wolff

**Room:** -101

### COURSE DESCRIPTION

This interdisciplinary course will provide an overview of the creation of a fashion editorial for a magazine. With a main focus on art direction, you will be introduced to all the steps and aspects involved in a fashion editorial photo-story, from initial research and mood board construction to styling, photography and magazine. The course will consist of individual and collective projects to address the necessary skills for the conception of a fashion photo-story such as storytelling, concept development and experimental styling.

The practice-based approach of the course will be inspired and supported by various lectures covering topics such as: fashion media, surveys of key fashion photographers, stylists and art directors, genres of fashion editorials, significance of the fashion magazine and its role in contemporary culture.

### LEARNING OUTCOMES

Upon successful completion of the course, a student should be able to:

- Define the system and significance of fashion media.
- Define the elements and skills needed to create an editorial fashion shoot.
- Create a mood board as a communication tool.
- Recognize the work of leading players in the history of fashion photography.
- Style and photograph an outfit as part of a team.
- Understand the significance of the fashion magazine as a major catalyst in the fashion industry
- Create a simple layout and understand the importance of design and typography in fashion magazine layouts.



## ASSESSMENT

Students will be assessed on the following criteria:

- Class participation and assignments: 30%
- Context, Narrative & Interpretation exercise: 35%
- Final team photo-shoot: 35%

Grades for in-class projects and assignments will be assigned based on individual progress and creativity, understanding/completion of the assignments, and technical execution.

## COURSE REQUIREMENTS

Attendance and participation to class lectures, projects and critiques. Completion of all practical projects. Team work ethics. Critical curiosity about the addressed topics and ability to conduct research.

## ATTENDANCE

You are expected to fully participate in every session to be sure not to miss important information, which will lead to the successful completion of the course. Substantial absences are factored into grades. Please note the following:

- 2 late arrivals (more than 15 minutes) or early departures = one full absence
- 2 absences = considered excessive absence for a course that meets once per week
- 3 absences are grounds for failure in the course

## MATERIALS AND SUPPLIES

- Sketchbook for research of ideas
- Props and old garments
- Laptop
- Camera (DSLR, point-and-shoot or very good mobile camera with the possibility to shoot raw files)
- Tools for manual work (scissors, cutters, glue gun, pins, wire...)



## LEARNING RESOURCES

- Marian Frances Wolbers, *Uncovering Fashion: Fashion Communications Across the Media* (excerpts), Fairchild Books, 2009.
- Rosetta Brookes, “The Double Spread: Helmut Newton, Guy Bourdin & Deborah Turbeville” from *Chic Thrills: A Fashion Reader*, University of California Press, 1993.
- Kate Rhodes, “The Elegance of the Everyday: Nobodies in Contemporary Fashion Photography” from *Fashion as Photograph*, I.B. Tauris, 2012.
- Susan Kismaric and Eva Respini, “Fashioning Fiction in Photography Since 1990” from *Fashion and Imagination*, ArtEZ Press, 2009.

## RECOMMENDED SHOPS FOR MAGAZINE BROWSING

- OFR bookshop; 20 Rue Dupetit-Thouars, 75003
- Librairie Yvon Lambert; 108 Rue Vieille du Temple, 75003
- Librairie de la Mode; 52 Rue Croix des Petits Champs, 75001

## SCHOOL POLICIES

1. Plagiarism is a serious offence and will not be tolerated. All research, text, and image sources must be cited using Chicago (Turabian) style. See your instructor or the Student Handbook if you are unclear about what constitutes plagiarism.
2. You are required to attend and participate in class critiques and other presentations. Be respectful of your fellow classmates.
3. No phones, devices for listening to music, or other electronics are allowed in class, unless otherwise specified by the instructor.
4. No emailing, web surfing, or instant messaging, etc. is allowed during class time, unless otherwise specified by the instructor.
5. Classrooms are community space. Please leave them clean and tidy.
6. All *Paris College of Art* buildings are NON SMOKING, including balconies and the courtyard. You must go outside in the street to smoke. Students found smoking on PCA premises will be fined.



## **COURSE SCHEDULE**

Please note that this outline is subject to modification.

### **Monday, July 15**

#### Morning:

- Introduction to syllabus and course
- Basic camera technic: lecture, demo and in-class exercise.

#### Afternoon:

- First Intro to editorial fashion theme: Street Style Photography Editorial. The origin of street style fashion photography and its editorial impact and role in social media.
- Fashion and beauty retouch: High/Low Frequency retouching etc.
- Preparations for first in-class shoot: Paris Street style fashion - Mapping the current trends - Editorial trend report.

### **Tuesday, July 16**

#### Morning:

- Shooting on Paris Location: Paris Street style fashion - Mapping the current trends on the streets of PARIS - Editorial trend report.

#### Afternoon:

- Selection, retouching and presentations of minimum 5 photos: Paris Street style fashion - Mapping the current trends - Editorial trend report.
- Creation of moldboard/brief.

### **Wednesday, July 17**

#### Morning:

- Editorial Portraiture: Lecture and studio demo.
- Editorial Art-Direction, fashion magazines and fashion editorial in times of social media.

#### Afternoon:

- Studio Lightning demo + on location demo.
- Portrait shooting

### **Thursday, July 18**

#### All Day:

- Editorial portraiture critique
- Fashion Editorial Lecture:
- Mood board creation, how to create a mood board.
- Fashion accessory short lecture, mood board and shooting demo.
- Teams/groups of 3 for Editorial shoot
- Weekend assignment for final shoot
- Assignment: crate a 1st mood board for fashion editorial project and shopping for editorial shoot.

### **Friday, July 19**

#### Morning:

- Editorial Fashion Accessories: Lecture
- Beginning of the fashion editorial shoot group project:
- Concept development
- Inspiration



- Finalizing mood board construction
- Styling direction
- location options

Afternoon:

- Shooting Editorial Fashion Accessories Demo. Studio lightning
- Assignment: create a 1st mood board for fashion editorial project and shopping for editorial shoot.

**Monday, July 22**

Morning:

- Mood board presentations
- Presentations of Editorial Fashion accessories shoot.
- Group meetings
- Continuation of mood board and preparation for shoot
- Finalizing research, references
- Styling direction and shopping

Afternoon:

- Styling direction and shopping
- Continuation of shoot preparations

**Tuesday, July 23**

All day:

Shoots

**Wednesday, July 24**

All day:

- Selection
- Retouching Photos

**Thursday, July 25**

All day:

- retouching of photos
- Fashion Editorial Lecture
- Layout of the students' fashion story
- Printing

**Friday, July 26**

All day:

- Finalizing retouching, selection of the photos
- Finalizing layout and exporting PDF
- Final Critique
- End of course exhibition