



SUMMER PROGRAM 2024

Course Title: Fashion Films in the Making

Meeting Times and Days: July 1 – July 12, 2024 / Monday – Friday, 9 am-5 pm

Instructor: Oz J. Tabib

Room: -101

COURSE DESCRIPTION

In this course, we will delve into the art of crafting impactful short fashion films. Students will explore every step of the fashion filmmaking process, from idea conception to cutting and editing their vision. Valuable skills such as planning, pre-production, shooting in various environments, and adapting to different kinds of light will be covered. This practice-based course emphasizes storytelling, concept development, and an experimental approach to creating unique and high-quality work. Lectures will span diverse topics, covering key elements essential for building an impactful portfolio.

LEARNING OUTCOMES

Upon successful completion of the course, students should have acquired the following skills and knowledge:

- A comprehensive understanding of key elements in fashion videography.
- Proficiency in the foundations of storytelling for fashion films.
- Excelling in camera operation and usage.
- The ability to translate creative ideas into visually appealing edited footage.
- Capability in operating and optimizing camera settings.
- Experience and Knowledge in using natural and artificial light.

ASSESSMENT

Students will be assessed on the following criteria:

Class participation and assignments: **25%**

Midterm assignment: **35%**

Final assignment: **40%**

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 in class lectures, projects, and critiques. Completion of all practical projects. Critical curiosity about the addressed topics and ability to conduct research.

ATTENDANCE

Students 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 = excessive absence for a course that meets once per week.
- 3 absences are grounds for failure in the course.

MATERIALS AND SUPPLIES

- DSLR/Mirrorless camera.
- Laptop with a video editing software of your choice installed.

Recommend Editing Software: Adobe Premiere Pro, Final Cut Pro X, DaVinci Resolve, iMovie, CapCut, Filmora.

SCHOOL POLICIES

1. Plagiarism is a serious offense 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 spaces. 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 1st

Introduction: Syllabus and course overview.

Discussion: Defining a video as a fashion film, exploring examples like:

- Versace House Party | The Pre-Fall 2020 Campaign.
- Gus Van Sant, At Home | Gucci.
- Paolo Sorrentino | Bulgari Unexpected Wonders.
- Adidas x Gucci.
- VIVIENNE & TAMAS | CHANEL Fall-Winter 2022/23.

Afternoon Lecture: Storytelling, Storyboards, and Moodboards.

Exercise: Storytelling techniques.

Tuesday, July 2nd

Morning Lecture: Camera fundamentals:

Exposure triangle (Aperture, Shutter speed, ISO).

Fps (Slow and Fast motion).

Lenses and Focal length.

Frame Ratio.

Afternoon Lecture: Shot types and camera movement.

In-class Exercise: Shooting in the studio, experimenting with various shot types.

Assignment: Search online for fashion films, and analyze camera movements and shot types for tomorrow's presentation.

Wednesday, July 3rd

All Day: Post-production fundamentals:

- Principles of editing (Cutting, channels, transitions).
- Getting to know your video-editing software.
- Creating a video sequence.

Thursday, July 4th

Morning Lecture: Lighting fundamentals.

Exercise: Lighting setup demo in the studio and outdoors.

Personal meetings: midterm assignment follow-up.

Afternoon: Exhibition visit - Jeu de Paume.

Friday, July 5th

Morning: Midterm assignment presentation.

Afternoon Lecture: Fashion garment shoot.

Studio Session: Studio fashion garment shooting.



Assignment: Prepare 10-15 Sec garment IG reels.

Monday, July 8th

Studio Session: Professional Model shoot.

Afternoon: One-on-one sessions on the final project and In-class post-production session.

Tuesday, July 9th

All Day: Studio and on-location shooting.

Wednesday, July 10th

Morning: Visiting Frank Hovart atelier.

Afternoon Session: Post-production on the final project.

Thursday, July 11th

Morning Lecture: Videography and social media.

Discussion: Current trends and the future of fashion films.

Afternoon Session: In-class post-production session.

Friday, July 12th

All day:

Finalizing Final Assignment.

Course Conclusion and Discussion.

Final Critique.

End of Course Exhibition.