DIRECTOR APPLICATION  
The Fashion Show 2015  

Director/Committee Roles and Responsibilities

Directors: Responsible for learning and demonstrating the management skills involved in the production of an industry-oriented fashion show. Although Directors are interviewed for select positions, all Directors are expected to assist with all aspects of The Fashion Show.

Serving as a director requires a lot of time, dedication, and perseverance. Directors will meet in the Fall semester as listed below and once per week for one hour outside of The Fashion Show class (AESHM 472) with the faculty advisor and fellow Directors during the Spring semester on Wednesday’s before class. Directors should also plan to have a set meeting time with their co-Directors in the student office space once per week. All Directors are responsible for designing worthwhile projects for their committee members.

Those accepted as Directors will be enrolled in a AESHM 472 (independent study) second half Fall semester course (1 credit) to start the planning for Spring. Meeting times are listed below. There will be several assignments due during this independent study. Also, in the Spring, Directors will sign up for AESHM 472 (3 credits, 1st time). Class is held on Wednesday evenings from 6-8pm. The Fashion Show 2015 is Saturday, April 11 2015.

Fall 2014 (AESHM 472) meeting times will be as follows:
Sunday, Oct. 26, 7-8pm  
Sunday, Nov. 16, 7-8pm  
Sunday, Nov. 30, 7-8pm  
Holiday Party TBD

2015 Committees:
Alumni and Community Relations  
Art Direction  
Behind the Scenes  
Design  
Fashion Week  
Fundraising  

Gallery and Display  
Modeling  
Public Relations and Marketing  
Photography  
Set Tech
Description of Director Roles and Skill Requirements

Skill Requirements for All Director Positions
- Attention to detail
- Organizational skills
- Time management skills
- Professionalism
- Positive Attitude/Stress management skills
- Ability to work within a budget
- Dedication to The Fashion Show!

Alumni and Community Relations
Roles:
- Organize alumni event in collaboration with The Fashion Show
- Arrange and publicize career development workshop
- Serve as liaison for all industry guests to alumni event (except for guest designer)
- Welcome alumni to The Fashion Show
- Plan and implement philanthropic event to promote show and help community
- Organize Meet the Judges event giving students the opportunity to network with industry experts

Skill Requirements:
- Event Planning
- Professionalism
- Organizational Skills
- Philanthropic Interests
- Public Speaking

Art Direction
Roles:
- Accomplish branding of show by updating the logo, designing the program, posters and flyers that are used for all committees
- Design and develop program including, information about guest judges, guest designer, student designers, the AMDP Program, categories, awards and show order insert.
- Develop media presentation for show (includes garment information for during show).
- Propose choices for the class to decide on logo and t-shirt design
- Design award certificates to give out the day of the show
- Design sponsor logos and advertisements
- Design and create an art book to be sold at the show including, but not limited to: designer bios, model bios, pictures of the garments, process of creating the show
- Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities.
**Skill Requirements:**
- Graphic Design coursework/experience
- Ability to delegate responsibility
- Comfortable with giving and receiving constructive criticism
- Proficient in Adobe Photoshop, Illustrator, and InDesign
- NOTE: Must submit sample of work with application – construct a sample ticket sale poster for The Fashion Show OR a poster promoting a different event

**Behind the Scenes**

**Roles:**
- Assist with the planning and implementation of Behind the Scenes Day
- Work closely the academic advisors who plan the Behind the Scenes Day
- Prepare fashion show/AMDP promotional presentation
- Travel to local high schools to promote the show
- Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities.

**Skill Requirements:**
- Previous experience as either Behind the Scenes Day committee member or attendee
- Endorsement from Christine Leiran Wise (does not need to be submitted with application – producers will contact her directly)
- Communication skills
- Thorough knowledge of AMD Program
- Interest in recruitment
- Public speaking skills/outgoing personality

**Design**

**Roles:**
- Manage and coordinate judge selection process with collaboration from design faculty.
- Make arrangements for judges
  
  *Note: Guest judges usually include one creative fashion designer, one technical fashion designer, one educator, and one merchandiser. Remember the importance of selecting the judges. They decide upon the overall look of our show.*
- Organize Fit Night
- Organize Judging Day
- Develop efficient system for garment organization and mounted exhibits at Stephen’s Auditorium
- Develop efficient and organized entry form process
- Select the order of garments in the show
- Develop the content (list of designers, piece, image and winners, sponsor) which will go into the media presentation with help of photography committee
- Organize and run backstage operations
- Responsible for handling and care of every entry from when they are turned in to when they are given back to the designer.
- Backstage for entire fashion show.
Skill Requirements:
- Knowledge of garment handling skills – ability to teach skills to others
- Ability to communicate negative messages
- Problem solving and decision making skills
- Physical ability to transport garment racks, garment bags, and dressforms
- Excellent teamwork and communication skills
- Note: Accepting a position as Design Director is making a SIGNIFICANT time commitment to The Fashion Show.

Fashion Week
Roles:
- Plan The Fashion Show’s pre-party celebration
- Develop and plan the promotional events for Iowa State Fashion Week leading up to The Fashion Show
- Work with PR and Marketing to effectively publicize the events
- Work with fundraising to arrange donations to aid in production of Fashion Week events
- Interest in promotional, marketing, and event management activities
- Event management coursework or experience
- Interest in community outreach
- Problem solving and decision making skills
- Ability to delegate responsibility
- Ability to think outside the box/innovate thinking
- Familiarity with university Risk Management procedures
- NOTE: Must submit sample event itinerary for Fashion Week with application

Fundraising
Roles:
- Find sponsors for fashion show awards before program is finalized
- Organize advertisement selling process for business approval and confirmation
- Sell program advertisements to support the fashion show
- Create and direct events to promote and financially support the fashion show
- Serve as liaisons between businesses and art directors for program including business logos and advertisements
- Arrange sponsorship for guest judges and guest designer accommodations
- Consider philanthropy as a possible option for fundraising
- Arrange selling of t-shirts. Previous locations include the following, Memorial Union, LeBaron Lounge, Behind the Scenes, and Fashion Show Night
- Think creatively to find additional ways to create events for fundraising and dual marketing collaboration with other entities (ex. Silent auction)
- Organize and plan concession stand fundraising events
- Remember to publicize events broadly always carrying the brand of the fashion show. All printed material must be approved by the art director and faculty advisor.
Skill Requirements:
- Professional communication skills
- Interest in community outreach
- Teaching skills
- Fiscal responsibility
- Teamwork and delegation abilities
- Familiarity with local businesses

Gallery and Display
Roles:
- Design and install cases in Lebaron Hall to promote show multiple times before the show
- Design and install Memorial Union cases to promote show
- Work with ISU book store to promote the show through use of window display
- Secure additional opportunities to promote show through local business window displays
- Design and install display of the 2-D and 3-D entries entered into the fashion show for Judging Day and the fashion show
- Work with design to get gallery agreements from show winners
- Ensure the successful procurement and return of winning garments shown in gallery
- Design and install post-show exhibit in Morrill Hall in collaboration with TC grad student curators

Skill Requirements:
- Visual merchandising and/or museum experience
- Creative thinking skills
- Ability to give and receive constructive criticism
- Spatial reasoning skills
- Professional communication skills
- Teamwork and delegation responsibilities
- Understanding of brand management
- Garment handling skills

Modeling
Roles:
- Manage selection process for models (includes input from committee members, the producers, and faculty advisor)
- Select make-up artists and hair designers for judging day and the show
- Propose choices for the class to decide the model hair and makeup
- Organize and run modeling practices
- Work with design directors to organize fit night- “model profiles”
- Work with design directors to organize judging day
- Create and teach model choreography
- Assist with the setting up and cleaning up of Judging Day
- Directors, modeling and design committee members cannot model and serve on the modeling committee.
- Backstage during show to help with models.
**Skill requirements:**
- Prior experience as a model, modeling committee member (NOTE: applicants may be considered for this position without this experience, but only when a strong argument for suitability has been made in application)
- Teaching ability with concepts ranging from simple to complex
- Public speaking ability
- Ability to manage large groups of people
- Ability to give and receive constructive criticism
- Ability to work in a team

**Public Relations and Marketing**

**Roles:**
- Promote and market the fashion show in all outlets
- Create and distribute electronic press kits
- Work in tandem with the Fundraising Committee to contact potential sponsors and find sponsors for the program ads.
- Work with The Daily to promote the Shred, Tear, and Wear competition
- Distribute programs at the fashion show
- Promote the fashion show through on-line media marketing including but not limited to Twitter and Facebook.
- Assist fundraising by selling t-shirts to promote the show
- Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities. (example: ISU Cyclone Basketball Team).

**Skill Requirements:**
- Proficient with multiple social media platforms
- Familiar with social media best practices
- Media planning skills
- Professional communication skills – strong grammar and technical writing abilities
- Teamwork and team communication skills
- Previous coursework or experience in PR and Marketing
- Ability to develop media communications style guide
- Knowledge of Iowa State University’s publicity resources
- Innovative and collaborative thinking skills

**Photography**

**Roles:**
- Serve as photographers for Judging Day, Art Book, senior headshots, and class photos
- Document process of show planning from start to finish through photos (Includes members attending many events to get photos)
- Plan and arrange red-carpet photography event at fashion show
- Organize and communicate the distribution all photos to designers and class members as asked
- Create photo montage for pre/post show using photos taken throughout planning process
- Work with art book committee on photo editing and procurement for art book needs
- Develop the photographic content for show media presentation with help of design committee
Skill Requirements:
- Previous photography experience
- Proficient with Adobe Photoshop/ability to edit photographs quickly to meet a deadline
- Proficient with Tumblr and other social media platforms
- Teaching skills
- Time management skills
- Delegation and organization skills

Set-Tech Roles:
- Propose ideas for the class to decide the show set
- Serve as set crew if needed to implement show design
- Collaborate with the class and DJ for music selection
- Budget use of Stephen's Auditorium and implementation of chosen set design
- Likely to be backstage during entire fashion show

Skill requirements:
- Architectural/construction skills
- Ability to follow a budget
- Spatial reasoning skills
- Creative thinking and problem solving skills
- Long term time management/project management skills
- Delegation and decision making abilities
- Understanding of brand management and visual communication techniques
Director Application 2015

Applications are due as an email attachment to fsproducers2015@iastate.edu by: **Friday, September 19, 2014** at 5:00 p.m. CST.

*Note: Only electronic applications will be accepted*

### Basic Information

Name:
Year:
Major/Minors:
GPA (cumulative):
Email address:
Telephone #:

### Top Three Committee Choices for Directorship

List the top three committee choices for Directorship based on the details listed above. These choices will be taken into account but not a determining factor in interview. Rank committee choices by interest level.

1.
2.
3.

### Questions

Answer all questions below. Only share relevant information and be concise in answering. Remember to include experience, ideas, opinions, and other topics that relate to The Fashion Show 2015.

1. Why do you want to be a director for The Fashion Show 2015?

2. What specific qualifications and past experience do you have which pertains to each of your ideal committee Directorship roles?

3. What challenges do you foresee being a director in The Fashion Show? How will you overcome these challenges?
4. How and in what capacity have you been involved with The Fashion Show in the past? (Ex: positions held, projects worked on, responsibilities held) If you haven’t been involved, why not and why now?

5. List the leadership positions you have held since in college. How will these past leadership positions influence your role as a director for The Fashion Show?

6. As a director, you will work alongside 1-2 other directors who hold the same position. How do you plan to work as a team to delegate responsibilities and lead a committee?

7. You are working with another committee to plan a new event for The Fashion Show. Knowing the budget and availability of supplies, you realize a fellow director’s ideas are unrealistic. How would you express this to the other director and move forward with planning?

8. Is there anything else you would like the producers to consider about your qualifications for the desired position?