Committee Roles and Responsibilities

Alumni and Community Relations:
• 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

Art Direction:
• 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 AMD 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
• **Note: Feel free to submit photos or a link of previous work that may speak to your abilities**

Behind the Scenes:
• Assist with the planning and implementation of Behind the Scenes Day
• Work closely the academic advisors who plan Behind the Scenes Day
• Prepare fashion show/AMD 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.

Design:
• Manage and coordinate guest 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 an 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 the handling and care of every entry from when they are turned into when they are given back to the designer
• Backstage for entire fashion show

Fashion Week:
• 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
• Complete all required waivers for the university in order to hold the various events
• Work with PR and Marketing to effectively publicize the events

**Fundraising:**
• 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*

**Gallery and Display:**
• 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 bookstore 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
• Set up and take down mounted exhibit at Stephen’s Auditorium for The Fashion Show
• 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

**Modeling:**
• 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 the model profiles for fit night
• 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 entire show to help with models

**Public Relations and Marketing:**
• Promote and market The Fashion Show in all outlets
• Create and distribute electronic press kits
• Work in tandem with the Fundraising Committee to help promote donors through social media
• Work with The Daily to promote all events associated with the show
• Distribute programs at The Fashion Show
• Promote fashion show through online media marketing including but not limited to Twitter, Instagram and Facebook
• Assist fundraising by selling t-shirts to promote the show
• Responsible for contacting companies to donate items to be given away in the goodie bags
• Think creatively to find additional ways to create events for publicity and dual marketing collaboration with other entities (example: ISU Cyclone Basketball Team)

Photography:
• Serve as photographers for Judging Day, Art Book, senior headshots, class photos, and The Fashion Show
• Document process of show planning from start to finish through photos (Includes members attending many events to get photos)
• Serve as photographers for garment photos and edit all garment photos prior to when the show media presentation needs to be built
• Plan and arrange red-carpet photography event at fashion show
• Organize and communicate the distribution of all photos to designers and class members as asked
• Work with art committee on photo editing and procurement for art book needs
• Create photo montage for pre/post show using photos taken throughout planning process
• Develop the photographic content for show media presentation with help of design committee
• **Note: Feel free to submit photos or a link of previous work that may speak to your abilities**

Pop Up Shop:
• Conceptualize ideas for local pop-up shops throughout the Ames Community during Fashion Week
• Responsible for finding a location to host pop-up shop, such as 23 Twenty or other off campus locations
• Reach out to businesses to fundraise, possible collaborations, and create different activities within each pop-up shop
• Collaborate with Fashion Week, Fundraising, and other committees regarding each pop-up shop
• Develop a week of pop-up programming focused on a variety of different target markets

Set Design:
• Propose ideas for the class to decide the show set
• Serve as set crew if needed to implement show design
• Responsible for finding a storage space for set materials for the time leading up to the week-of-show
• Budget use of Stephen’s Auditorium and implementation of chosen set design
• Likely to be backstage during entire fashion show
• **Note: Feel free to submit photos or a link of previous work that may speak to your abilities**

Tech Design:
• Audition and decide on DJ selection for the show
• Responsible for finding a videographer for the show
• Hold auditions for Emcee’s and select individual(s) for the role
• Collaborate with the AMD Department to conceptualize live streaming for the show (including legal requirements for copyrighted music)
• Create a playlist for all modeling practices that is cohesive with the theme of show
• Create a thematic playlist for fashion show events such as Pop-Up Shop and Fashion Week
• Develop and present a slideshow during the show to provide information on student designers