COMMITTEE APPLICATION
The Fashion Show 2018

Committee Roles and Responsibilities

Committee Members: Responsible for learning and demonstrating the concepts involved in the production of an industry-oriented fashion show. Although committee members are placed into a specific committee, ALL committee members are expected to assist with all aspects of The Fashion Show. Committee members are expected to be positive, contributing members of the class. Committee members are the backbone of the success for The Fashion Show. Committed, team-oriented committee members are crucial to the success of The Fashion Show. Dependable committee members who lead by example are likely to be elected for future director positions. Those accepted as committee members will be enrolled in AESHM 272 for Spring 2018. Class is held on Wednesday evenings from 6:10 - 8:00 p.m. The Fashion Show 2018 is Saturday, April 14, 2018.

Applications: The application process is highly competitive. It is strongly recommended that serious candidates present a well thought out application. In previous years there have been over 140 applications for 80 actual (committee member) positions. A 2.5 GPA is required for all applicants.

Please read all of the committee roles and responsibilities to get a feeling of what you would be doing in these roles.

2018 Committees:
Alumni and Community Relations   Modeling
Art Direction                  Public Relations and Marketing
Behind the Scenes             Photography
Design                        Pop-Up Shop
Fashion Week                  Set Design
Fundraising                   Tech Design
Gallery and Display

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 the show and help the 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, creating t-shirt designs, developing the program, and designing posters/flyers/certificates that are used by all committees
● 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:**
- Make arrangements for judges
- Organize Fit Night and Judging Day
- Develop an efficient system for garment organization and mounted exhibits at Stephen’s Auditorium
- 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 garment entries
- 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:**
- Create/direct events to promote and financially support The Fashion Show: t-shirt sales, concession stands, food fundraisers, program advertisements
- Organize advertisement selling process to supporting businesses
- Find sponsors for student scholarships and guest judge/guest designer accommodations
- Serve as liaisons between businesses and Art directors for program content or advertisements
- Think creatively to find additional ways to create events for fundraising and dual marketing collaboration with other entities (ex. Silent auction)

**Gallery and Display:**
- Design and install cases in Lebaron Hall and the Memorial Union for promotion multiple times before the 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
- Install display of the 2-D and 3-D entries entered into The Fashion Show for Judging Day
- Set up and take down mounted exhibit at Stephen’s Auditorium for The Fashion Show
- 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
- Organize and run modeling practices
- Work with design directors to organize and set up judging day
- Create and teach model choreography
- 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:**
- Create and distribute electronic press kits
- Work in tandem with the Fundraising Committee to help promote donors through social media
- Work with The Daily and CHS Communications Office to promote all events associated with the show
- Distribute programs at The Fashion Show
- Promote The Fashion Show through online media marketing including but not limited to Twitter, Instagram and Facebook
- Responsible for sourcing and distributing goodie bags for The Fashion Show
- 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 and photo editors for all elements of The Fashion Show
- Document process of show planning from start to finish through photos (Includes members attending many events to take photos)
- Serve as photographers for photo shoot of all design submissions
- Plan and arrange red carpet photography opportunity at The Fashion Show
- Organize and communicate the distribution of all photos to designers and class members
- Work with art committee on photo editing and procurement for art book needs
- *Note: Feel free to submit photos or a link of previous work that may speak to your abilities*

**Pop Up Shop:**
- Conceptualize one large experiential pop-up event centered around brand identity of guest designer
- Secure all necessary arrangements including vendors, location, etc. for pop-up event
- Collaborate with Fashion Week, Fundraising, and Outreach Producers regarding needs for pop-up shop

**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:
● Hire videographer who provides live stream capabilities
● Hold auditions and hire individuals for Emcee and DJ positions
● Collaborate with AMD department/videographer to coordinate live online stream of the show
● Research and implement legal requirements for copyrighted music
● Create a thematic playlist for various fashion show events
● Develop and present a slideshow during the show to provide information on student designers

Committee Application 2018

Applications are due as an email attachment to fs.producers@iastate.edu by: Friday, October 20, 2017 at 5:00 p.m. CST.

Note: Only electronic applications will be accepted. Please delete committee description pages and save as a PDF.

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

*Freshman - please use final high school GPA. All GPAs will be verified on AccessPlus after grades are reported for the fall semester. Applicants must have a minimum cumulative 2.5 GPA at start of spring semester for participation.

Please Check:

___ If accepted this will be my first time registered in AESHM 272.
___ If accepted this will be my second (or more) time registered in AESHM 272.

Top Three Committee Choices:
List the top three committee choices based on the details listed above. These choices will be taken into account but are not a guarantee. Rank committee choices by interest level.

1.
2.
3.

Questions:
1. Why do you want to be a committee member for The Fashion Show 2018?

2. How and in what capacity have you been involved with The Fashion Show in the past? If you have not been involved, why not and why now?

3. What qualifications do you have which pertain to your desired committee member roles? Are any of your other activities cohesive with The Fashion Show?

4. Give an example of a time you went above and beyond expectations? How do you think that could apply to a position in The Fashion Show?

5. How do you feel about working in a team environment? What role do you think you take on in a group situation?

6. What other extracurricular activities are you involved with and in what capacity? What will your work and class schedules include?

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