

MEJO 490.001, SPRING 2023

Workroom FashionMash: Editorial

What does it mean to develop an editorial look for fashion? Visual editorial is a genre of photography and video focused on telling a story without words. Master photographers and filmmakers gather a wide spectrum of creative specialists to design otherworldly environments where styling forms the nucleus of a concept. The concepts are often outlandish and use clothing to focus on the narrative rather than wearability. Fashion curation, casting, makeup/hair, artmaking, set building and unusual film techniques all work in concert in these powerful visual collaborations. In this class, you will explore what it takes to bring these conceptual moments to life. Industry experts will join you to inspire and offer tips on how their teams produce breathtaking work for fashion brands. The results of this semester's work will provide you with extensive material for your fashion creative portfolio.

Course Objectives:

To explore the magic of creative collaboration to develop a visual fashion story:

- 1) Using historical, cultural and social research and references to establish a basis for compelling ideas
- 2) Applying core marketing principles and branding attributes to radical concepts
- 3) Using full production and planning techniques to create real, executable designs
- 4) Developing pitches/presentations that demonstrate next-level thinking to industry pros which make a viable marketing case for the concept being presented

Details:

Class Meetings: 9:30 am to 10:45am T/TR, In-Person, Curtis Media Center Workroom Space, floor, Room 002 and 149 East Franklin Street Workroom Space, Floor 2.

Instructor: Dana McMahan

Office: Carroll 238 and Downtown Workroom Space 149 East Franklin Street, Floor 2

Phone/Text: 919-434-1229

I am happy to see anyone by appointment. Please email me to schedule a time. Email: dmcghan@email.unc.edu

Required Reading:

Online resources. Everything needed for weekly reading in this class will be posted to the course's Sakai site. Follow the class number and dates on Sakai.

Course Format:

Every part of this course is hands-on and interactive. You be developing material for film and video shoots throughout the semester and engaging with industry professionals who practice in the style you are exploring each week. Your work will take many forms, from styling, makeup/hair, set construction to digital post-production work. Please reach out to me with any concerns that might affect your work this semester. This is a highly participatory course with many moving parts. You must be prepared to work in multiple mediums and to adapt on the fly as the project evolves.

Evaluating Work:

Because this is a creative class focused on design and production for fashion brands, the work is a highly conceptual form of marketing. The goal of the work is to bridge many different ideas and facilitate creative collision. The top grades in this class will be awarded for work that stretches the imagination and demonstrates next-level thinking.

<u>Grade</u>	<u>Minimum Percentage Required</u>
A	93
A-	90
B+	87
B	83
B-	80
C+	77
C	73
C-	70
D+	67
D	63
F	59 and below

Your grade will result from the following:

Participation	20%
Concept Assignment 1	15%
Concept Assignment 2	15%
Concept Assignment 3	15%
Tech Exam	15%
Final Exhibition	20%

Assignment Types

Concept Assignments are your individual ideas. Although they may often involve assets you have created in a group setting (not always, it varies), these assignments and the portion of your grade they represent are your personal take on the creative idea. The Final Exhibition Piece and the Participation element are the groups you interact with throughout the semester. This kind of work is rarely done alone. Editorial demands that many people with different areas of expertise pull together to create great looks. However, there's always a place for the individual artist's eye. This class will give you the opportunity to explore both. The tech exam focuses on craft and mastering the tools necessary for the industry.

Attendance

University Policy: No right or privilege exists that permits a student to be absent from any class meetings, except for these University Approved Absences:

1. Authorized University activities
2. Disability/religious observance/pregnancy, as required by law and approved by Accessibility Resources and Service and/or the Equal Opportunity and Compliance Office (EOC)
3. Significant health condition and/or personal/family emergency as approved by the Office of the Dean of Students, gender violence service coordinators, and/or the Equal Opportunity and Compliance Office (EOC).

Class Policy: Please communicate with me early about potential absences. Please be aware that you are bound by the Honor Code when making a request for a University-approved absence.

Format

This is a hands-on, interactive class that will be conducted in-person. Active participation is essential for success in the class.

Honor Code

I expect that each student will conduct himself or herself within the guidelines of the University honor system. All academic work should be done with the high levels of honesty and integrity that this University demands. You are expected to produce your own work in this class. If you have any questions about your responsibility or your instructor's responsibility as a faculty member under the Honor Code, please see the course instructor or Senior Associate Dean C. A. Tuggle, or you may speak with a representative of the Student Attorney Office or the Office of the Dean of Students.

Syllabus Changes

The professor reserves the right to make changes to the syllabus, including project due dates and test dates. These changes will be announced as early as possible.

ARS

The University of North Carolina at Chapel Hill facilitates the implementation of reasonable accommodations, including resources and services, for students with disabilities, chronic medical conditions, a temporary disability or pregnancy complications resulting in barriers to fully accessing University courses, programs and activities.

Accommodations are determined through the Office of Accessibility Resources and Service (ARS) for individuals with documented qualifying disabilities in accordance with applicable state and federal laws. See the ARS Website for contact information: <https://ars.unc.edu> or email ars@unc.edu.

Counseling and Psychological Services

CAPS is strongly committed to addressing the mental health needs of a diverse student body through timely access to consultation and connection to clinically appropriate services, whether for short or long-term needs. Go to their website: <https://caps.unc.edu/> or visit their facilities on the third floor of the Campus Health Services building for a walk-in evaluation to learn more.

Title IX

Any student who is impacted by discrimination, harassment, interpersonal (relationship) violence, sexual violence, sexual exploitation, or stalking is encouraged to seek resources on campus or in the community. Reports can be made online to the EOC at <https://eoc.unc.edu/report-an-incident/>. Please contact the University's Title IX Coordinator, Report and Response Coordinators in the Equal Opportunity and Compliance Office (reportandresponse@unc.edu), Counseling and Psychological Services (confidential), or the Gender Violence Services Coordinators (confidential) to discuss your specific needs. Additional resources are available at safe.unc.edu.

Policy on Non-Discrimination

The University is committed to providing an inclusive and welcoming environment for all members of our community and to ensuring that educational and employment decisions are based on individuals' abilities and qualifications. Consistent with this principle and applicable laws, the University's policy on non-discrimination offers access to its educational programs and activities as well as employment terms and conditions without respect to race, color, gender, national origin, age, religion, creed, genetic information, disability, veteran's status, sexual orientation, gender identity or gender expression. Such a policy ensures that only relevant factors are considered, and that equitable and consistent standards of conduct and performance are applied.

If you are experiencing harassment or discrimination, you can seek assistance and file a report through the Report and Response Coordinators (see contact info at safe.unc.edu) or the [Equal Opportunity and Compliance Office](#), or online to the EOC at <https://eoc.unc.edu/report-an-incident/>.

Diversity Statement

I strive to make this classroom an inclusive space for all students. Please let me know if there is anything I can do to improve; I appreciate any suggestions. More broadly, our school has adopted diversity and inclusion [mission and vision statements](#) with accompanying goals. These complement the University policy on [prohibiting harassment and discrimination](#). In summary, UNC is committed to providing an inclusive and welcoming environment for all members of our community and does not discriminate in offering access to its educational programs and activities on the basis of age, gender, race, color, national origin, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression. The Dean of Students (Suite 1106, Student Academic Services Building, CB# 5100, 450 Ridge Road, Chapel Hill, NC 27599-5100 or [919] 966-4042) has been designated to handle inquiries regarding the University's nondiscrimination policies.

Accreditation

The School of Media and Journalism's accrediting body outlines a number of values you should be aware of and competencies you should be able to demonstrate by the time you graduate from our program. Learn more about them here:

<http://www2.ku.edu/~acejmc/PROGRAM/PRINCIPLES.SHTML#vals&comps>

No single course could possibly give you all these values and competencies; but collectively, our classes are designed to build your abilities in each of these areas. In this class, we will address a number of the values and competencies, with special emphasis on these:

- Demonstrate an understanding of the history and role of professionals and institutions in shaping creative advertising, products and consumer experiences;
- Understand concepts and apply theories in the use and presentation of images and information;
- Demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- Think critically, creatively and independently;
- Conduct research and evaluate information by methods appropriate to the creative advertising and product development industry;
- Write correctly and clearly in forms and styles appropriate for consumer audiences and purposes they serve;
- Critically evaluate your own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- Apply basic numerical and statistical concepts used in creative product development;
- Apply tools and technologies appropriate for creative advertising and product development.

Timeline and Schedule of Topics

Please note that this schedule is subject to change based on project needs.

Class 1	Jan 10	<i>In Class:</i> Welcome to Workroom FashionMash Editorial <i>Out of Class:</i> Sakai Lessons lists out of class work. Read/Watch as indicated. Begin Photoshop Essential or Advanced Training
Class 2	Jan 12	<i>In Class:</i> Shoot Day Brief and Pre-Pro, Photography <i>Out of Class:</i> Read article/Watch vids—available on Sakai Lessons
Class 3	Jan 17	<i>In Class:</i> Shoot Day, Multiple Sets <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons, Post on Shoot
Class 4	Jan 19	<i>In Class:</i> Industry Pro Day <i>Out of Class:</i> Postproduction on Shoot, Work on Concept 1 Complete Photoshop Essential or Advanced Training
Class 5	Jan 24	<i>In Class:</i> Presentation of Work from Shoot, Pre-Pro on next Shoot (Close Up) <i>Out of Class:</i> Concept 1 Due on Sakai, in Assignments Folder
Class 6	Jan 26	<i>In Class:</i> Close Up----Shoot Day, Single Set, Video/Film Multi-Platform <i>Out of Class:</i> Post-Production on Shoot Assets, Prepare for Review on the 8th
Class 7	Jan 31	<i>In Class:</i> Review of Close Up Multiplatform Shoot finished Assets <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 8	Feb 2	<i>In Class:</i> Highly Referenced Shoot, Pre-Pro <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons
Class 9	Feb 7	<i>In Class:</i> Shoot Day, Multiple Sets <i>Out of Class:</i> Do Post-production work on Shoot Assets.
Class 10	Feb 9	<i>In Class:</i> Post Production on Highly Referenced <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons, finish post
	Feb 14	No Class---Well Being Day
Class 11	Feb 16	<i>In Class:</i> Industry Pro Day---Mini Film Pre-Pro <i>Out of Class:</i> Read articles/Watch vids—available on Sakai Lessons, finish prep

Class 12	Feb 21	<i>In Class:</i>	Shoot Day 1_Mini Film
		<i>Out of Class:</i>	Concept 2 Due on Sakai, in Assignment
Class 13	Feb 23	<i>In Class:</i>	Shoot Day 1_Mini Film
		<i>Out of Class:</i>	Prepare for Exam
Class 14	Feb 28	<i>In Class:</i>	TECH EXAM (Uses Mini-Film Assets and Reading)
Class 15	Mar 2	<i>In Class:</i>	Post Production of Mini-Film
		<i>Out of Class:</i>	Work on Post
Class 16	Mar 7	<i>In Class:</i>	Presentation Preparation, final Post
		<i>Out of Class:</i>	Work on Presentation
Class 17	Mar 9	<i>In Class:</i>	Present Work
		<i>Out of Class:</i>	Work on Concept 3

Week of March 13-17 Spring Break

Class 18	Mar 21	<i>In Class:</i>	Out of Class Workday—See Sakai Assignments, Due In Class
		<i>Out of Class:</i>	Read articles/Watch vids—available on Sakai Lessons
Class 19	Mar 23	<i>In Class:</i>	The Radical Exploration Pre-Pro
		<i>Out of Class:</i>	Concept 3 Due on Sakai in Assignments
Class 20	Mar 28	<i>In Class:</i>	Shoot Day
		<i>Out of Class:</i>	Work on Project
Class 21	Mar 30	<i>In Class:</i>	Post Production on Radical Exploration Shoot
		<i>Out of Class:</i>	Work on Project
Class 22	Apr 4	<i>In Class:</i>	Industry Pro Day, Making Dreams Pre Pro
		<i>Out of Class:</i>	Work on Project
	Apr 6		No Class---Well Being Day
Class 23	Apr 11	<i>In Class:</i>	Shoot Day 1
		<i>Out of Class:</i>	Work on Project
Class 24	Apr 13	<i>In Class:</i>	Shoot Day 2
		<i>Out of Class:</i>	Work on Project

Class 25	Apr 18	<i>In Class:</i>	Post-Production on Making Dreams
		<i>Out of Class:</i>	Work on Project/Presentation
Class 26	Apr 20	<i>In Class:</i>	Out of Class Workday—See Sakai Assignments, Due In-Class
		<i>Out of Class:</i>	Work on Final Exhibition Pieces
Class 27	Apr 25	<i>In Class:</i>	Presentation Prep Day 1, Final Exhibition Pieces
		<i>Out of Class:</i>	Continue work on Final Exhibition Pieces
Class 28	Apr 27	<i>In Class:</i>	LDOC--- Presentation Prep Day, Final Exhibition Pieces
EXAM	May 9	8:00 AM	Exam Period