

DIRECTOR RESPONSIBILITIES

THREADS FASHION SHOW 2017-2018

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

All applicants must enroll in the FMD 357 course in the Spring (Monday and Wednesday 6:30-7:45pm) and allow time to work on projects or meet with people outside of class time. This class is where Directors will meet and work with their committee members to develop the best projects and ultimately work together with all other members of the class and the producers to execute the best Fashion Show possible.

Serving as a director requires a great deal of time, dedication, and perseverance. Once selected Directors will meet with the Producers in the fall and begin working on the show. All Directors are responsible for developing worthwhile projects with their committee members.

2018 COMMITTEES

Public Relations

Graphic Design

Submissions/Hospitality

Mounted Exhibition/Venue

Model Management

Logistics

REQUIREMENTS FOR ALL DIRECTORS

- Enthusiasm and self-motivation
- Attention to detail
- Organizational skills
- Time management skills
- Professionalism at all times
- Positive attitude and stress management skills
- Ability to work within a budget
- Dedication and love for Threads
- Willingness to learn, grow and be challenged

PUBLIC RELATIONS

Responsibilities

Social Media

- Promote and market the fashion show in all social media channels
- Utilize Twitter, Facebook, Instagram and other social media networks to publicize and create excitement for the fashion show
- Continually update the Threads website

Sponsorship

- Communicate with potential sponsors and donors, such as local businesses and alumni, to increase awareness, relationships, and financial goals.
- Work with graphic design to create ads for sponsors and donors.
- Submit ads, new releases, and write-ups to the local newspapers for publication

Skills

- Proficient with multiple media platforms
- Familiar with social media best practices

- Media planning skills
- Professional communication skills: strong grammar and technical writing abilities
- Teamwork and team building skills
- Innovative and collaborative thinking abilities

Requirements

- Completed application
- Current resume
- Social media portfolio (Mood boards, layout, photo shoots, etc.)

GRAPHIC DESIGN

Responsibilities

- Work with other teams to determine what marketing materials are needed
- Design and distribute posters and other marketing materials
- Work with PR to determine what marketing materials will be placed on social media
- Work with PR to create ads for sponsors
- Create a consistent design strategy that will be used for posters, tickets, and all Threads related content.
- Design and develop layout for Threads program
- Designing tickets
- Designing visual materials for venue

Skills

- Excel in Adobe Creative Cloud (Photoshop, Illustrator, and InDesign)
- Consistent design aesthetic and brand aesthetic
- Teamwork and team building skills
- Innovative and collaborative thinking skills

Requirements

- Completed application
- Current resume
- Graphic Design Portfolio (examples)
- FMD 246 required

SUBMISSIONS/HOSPITALITY

Responsibilities

Submissions

- Organize and develop a system for the juried submissions
- Organize and direct Judging Day
- Develop efficient system for garment organization and mounted submissions
- Collaborate with producers to select the order of garments in the show
- Handling and care of every entry from when they are turned in and given back to the designer.

Hospitality

- Make arrangements for judges/models including itinerary and travel arrangements while they are here
- Guest speakers
- Making arrangements for food and water on rehearsal and production day

Skills

- Knowledge of garment handling skills-ability to teach skills to others
- Ability to communicate critical messages to those who are not accepted with sensitivity
- Problem solving and decision making skills
- Physical ability to transport garments and dress forms
- Excellent teamwork and communication skills

Requirements

- Completed application
- Current resume

MOUNTED EXHIBITION/VENUE

Responsibilities

Mounted

- Design and develop layout plan for mounted exhibition
- Work with Submissions committee to organize layout and placement of mounted exhibition pieces
- Work with Submissions committee on Judging Day to display the mounted submissions for review
- Work with Interior Design class and Foods and Nutrition class for VIP reception
- Plan and arrange red-carpet photography at fashion show

Venue

- Develop and propose ideas for the show set
- Serve as set crew to implement show design
- Ensure communication is clear with University Events on what is needed
- Develop lighting and sound design
- Ensure that the overall feeling of the entire event is cohesive and inviting
- Budget and keep track of costs for set design
- Help with tear down of set after the show

Skills

- Visual merchandising skills
- Creative thinking skills
- Ability to give and receive constructive criticism
- Spatial reasoning attributes
- Strong communication skills
- Teamwork and delegation

- Understanding of brand management
- Ability to follow a budget

Requirements

- Completed application
- Current resume
- FMD 246 & FMD 356 recommended

MODEL MANAGEMENT

Responsibilities

- Develop and lead model informational meeting in the fall and official model calls in the spring
- Select make-up artists and hair designers for the show
- Propose choices for the class to decide the model hair and makeup themes
- Schedule trial makeup sessions with hair and makeup artists
- Organize and run modeling practices
- Create and teach model choreography
- Offer constructive feedback to models
- Queuing models during production

Skills

- Teaching ability with concepts ranging from simple to complex
- Public speaking and charisma
- Ability to manage large groups of people
- Ability to give and receive constructive criticism
- Ability to work in a team

Requirements

- Completed application
- Current resume
- Prior experience as a model recommended

LOGISTICS

Responsibilities

- Work closely with all committees on budgeting and planning
- Managing and tracking ticketing sales
- Ordering materials, props, and promotional materials
- Communicating with CMU printing services and ticketing centers
- Working with all committees to plan fundraising

Skills

- Strong communication skills
- Budgeting and financial forecasting skills
- Excellent organizational skills
- Teamwork and delegation
- Creative problem solving skills
- Ability to lead

Requirements

- Completed application
- Current resume
- FMD 332 and CPS 106 recommended