

Course Application Form

AT450: Showcase of Excellence Event Planning

Spring 2020, 3 credits, T U 4:05-5:20

Instructor

Dr. Sherry Haar (haar@ksu.edu)

Course Description

Planning, promotion, and production of apparel and textile runway event and static exhibit.

Information

The Showcase of Excellence is an exhibition of student work presented through mounted and runway formats, in conjunction with the ATID Student Symposium. The event is Thursday evening, April 16, 2019, at the K-State Alumni Center. Students enrolled in the course are responsible for the planning, management, execution, and tear-down of the runway and mounted exhibition events; as well as learning about the history and current status of fashion events.

Enrollment

Course enrollment for credit is limited to approximately 20 students; however, other students will have the opportunity to volunteer during the week of and week prior to the event. Selection of students, by ATID faculty, for enrollment is based upon 1) the balance between team needs and student interest, experience, and skill sets, 2) a balance of graduating and returning students, and 3) demonstrated accountability and professionalism in prior department interactions.

Process

Students interested in enrollment in the course will submit this completed application form to Dr. Sherry Haar by 4:00 p.m. on **Monday, Nov. 4, 2019**. Applications can be emailed (haar@ksu.edu) or slid under Dr. Haar's office door, Justin 339. Students will be notified through email regarding selection and permission to enroll.

1. YOUR NAME:

2. EMAIL (this is how you will be notified):

3. Year in ATID program (circle one): 1st 2nd 3rd 4th 5th

4. ATID program/specialization (circle one): AT/AM AT/AD AT/AM/AD ID

5. If not in ATID, list your major and year in that program:

6. Rank your preference, from 1st to 4th for which team (see list that follows) you would prefer to be on. While we aim to place students in one of their top 2 choices, it is not guaranteed.

Front of House Team Back of House Team

Communication Team Director's Assistant Director

7. Explain the skills, experiences, and contacts that you would bring to your **first and second** team preferences.

8. Did you assist with the Showcase or Symposium in prior years? If so, explain your responsibilities.

9. Did you attend the Showcase last year?

10. Will you have flexibility in your homework and work schedule for an increased out-of-class time commitment the three weeks preceding the event on April 16, 2020?

RESPONSIBILITIES OVERVIEW

Director and Director's Assistant. All responsibilities are managed and overseen by the director and director's assistant! Must be able to work closely with Dr. Haar and Symposium leaders to produce, organize, plan, document, delegate and *accept accountability* for all details. Manage all styling for event to coordinate with Symposium team and theme. Required skills: Excellent verbal and written communication, record keeping, follow-through, organization, flexibility, able to manage and delegate, inspire teamwork. Preference given to students who completed the showcase course in prior years.

Front of House

Runway. Oversee design, use, rentals, & set-up of venue to include stage, runway, seating, music, and video; procure equipment for music, video, lighting; works with technicians.

Front of House. Generate positive first impression. Manage guest check-in, organize volunteers, and escort VIP guests, sees to needs of getting guests efficiently into venue. Greet and direct guests through mounted display and to runway event. Procure and trains ushers to contribute to positive impression.

Mounted Display. Coordinate with facility personnel. Plan and oversee gallery space, display layouts and styling of mounted entries, procure display mounts, organize team (and volunteers) for delivery/return of display mounts and mounted entries. Work with communications on exhibit labels. Coordinate and manage reception. Plan any events. Maintain gallery throughout exhibit dates.

Back of House

Submissions. Organize and manage submission check-in, submission category tags for entries, organize entries by category, communication with entrants, delivery/return of entries to/from venue, entry check-out/pick-up after event. Manages racks and fittings. Works closely with dresser.

Model Casting and Coordination. Coordinate model cast call dates, promotion of casting, organize casting event, communication with models, model contracts, model fittings, practice, scheduling, model line-up, model boards, model walk, and other activities involving models.

Dresser. Assist with fittings, prepare dresser kits, set-up model racks, inventory items for each rack, get/manage/train volunteer dressers, help facilitate dress rehearsal, dress models, be able to quickly repair garments. Organize and maintain organization of dressing area throughout event. Works closely with submissions.

Hair and Make-up. Create themed hair and make-up looks, procure hair stylists and make-up artists, and coordinate 'practice', coordinate with backstage layout for hair and make-up needs, manage stylists and day of event schedule for hair and make-up; oversee clean-up. See to needs of stylists (parking, food, water, extension cords, mirrors, fans, etc).

Backroom Layout. Create backroom/greenroom space layouts for all needs, such as hair, make-up, supplies, models, food, etc. Reserve and procure all backroom needs, such as refrigerator, freezer, steamer, tables, chairs, clean-up items, etc. Procures food/beverage donations for models, stylists, and team for event day. Manage work flow of backstage tasks. Maintain organization and cleanliness of backroom throughout event.

Communication

Graphics. Work with Symposium team in the creation and distribution of all promotional/visual materials. Such materials may include event posters, model cast fliers, event signage, program, award certificates, name tags, thank you cards, and other forms of visual communication. Work with back of house on visuals run during event. Website access would fall to this team. Must be proficient in Adobe Creative Suite.

Social Media & Public Relations. Promote event widely throughout the semester through press releases, interviews with Collegian and other local/regional media, manage and maintain all social media, procure photographer and videographer, event press coverage. Manage press, photographer, and videographer throughout. Write post event release and send to Collegian, Manhattan Mercury and award winner's hometown newspapers. Sort and upload images and videos with access to team, entrants, department and college.