



Fashion Commercial Print

(Ages 13 +)

*** **Week 1** *Orientation, introductions, goal setting, "what do each of you want to get out of this workshop?" Expectations? Individual evaluation, peer pressures and current trends, professional models appearance, basic wardrobe, skin, hair, makeup and accessories.*

*** **Week 2** *Basics of being a model, different kinds of modeling and examples of each. Lifestyle, product, commercial print, fashion, editorial, etc. Figure out students potential in each area, find their look: working with the photographer, etiquette, contact sheets, proofs, original prints, portfolio development, your book and composite cards.*

*** **Week 3** *Body awareness, control, stance, shape and measurements. Problem areas, strengths and weakness, how to minimalism problem spots, how to plan long-term goals to correct problem areas, healthy eating and exercise program for each student. Skin and hair care.*

*** **Week 4** *A model will come in and talk about catalog/ commercial photo shoots. Basic posing techniques and use of props, editorial photo shoots, the differences, examining commercial and editorial campaigns, what is being shot?*

*** **Week 5** *Photographic make up, color/ black and white, a guest speaker will come in and discuss applications, how to be make up and hair ready, guys too! Bronzers, last minute acne treatments, shaving and how razor bumps can be eliminated, different make up for black and white vs. color.*

*** **Week 6** *Going to the mall and learning to choose and appropriate wardrobe for a future photo shoot.*

*** **Week 7** *Personal evaluation of progress, skin, hair, makeup, wardrobe, vouchers, how to interview, fees and payments, laser cards.*

*** **Week 8** *Q and A with photographer and photo shoot.*

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****Week 9 Review on contact sheets from previous week, how to choose a good picture. Final evaluations of students based on attendance, picture and style development.*

****Week 10 Review of whole 10 week session.*