**Objective:**

To learn fashion journalism reporting and creative writing skills

**Suggested Classes:** Journalism, Clothing

**Student Activity:**

Students will write about an event from a fashion perspective. This event could be something in the community or it could be something at school such as prom. They will then write a magazine article reporting as a fashion journalist.

**Suggested Materials:**

- Recorded or downloaded event
- Articles from fashion magazines
- Attached fashion terminology glossary
- Attached writing tips

**Warm-Up Exercise:**

Prior to the assignment ask students to read fashion magazines and bring in an article covering a fashion event. Read a descriptive, colorful excerpt from a magazine article. Ask students how the style of the fashion writer differs from other news stories. Discuss how the fashion journalist uses vivid descriptions to paint a picture of the event.

**Project Guidelines:**

Students will watch red carpet clips from a televised awards show such as the Academy Awards®, MTV Music Awards, or Golden Globe Awards®; or, they may cover a school event. Students must then write an article commenting on the fashion trends. Describe popular styles, colors, fabrics, and accessories, along with current fads.
Follow-Up Exercise:

Students form an editorial staff and create a fashion magazine mock-up, compiling the articles they have written. Photographs may be taken of an event or downloaded off the Internet. The mock-up can be developed using graphic design software or created in paper form.

State and National Standards:

Arizona State Standards

Language Arts: Writing
Strand 3: Writing Applications
Concept 2: Expository: Expository writing includes nonfiction writing that describes, explains, or summarizes ideas and content. The writing supports a thesis based on research, observation, and/or experience.

PO.1. Write a multi paragraph essay (e.g. compare/contrast, cause/effect, process that) d. communicates information and ideas from primary and/or secondary sources accurately and coherently, as appropriate.

Graphic Communications:
17.0. Create digital media products
17.3. Produce a multi page product for print and digital distribution.

California State Standards

1.0 Writing Strategies:
1.5. Use language in natural fresh and vivid ways to establish a specific tone.

2.0. Writing Applications (Genres and Their Characteristics):
2.3. Write reflective compositions: Explore the significance of personal experiences, events, conditions, or concerns by using rhetorical strategies (e.g., narration, description, exposition, persuasion).

Washington State Standards

Essential Academic Learning Requirements – Writing:
2. The student writes in a variety of forms for different audiences and purposes.
2.3. Writes in a variety of forms/genres.

National Standards

Language Arts: English K-12:
NL-Eng. K-12.5. Communication Strategies:
Students employ a wide range of strategies as they write and use different writing process elements appropriately to communicate with different audiences for a variety of purposes.

Textiles, Fashion, and Apparel:
16.5. Evaluate elements of textile, apparel and fashion merchandising.
16.5.5. Critique varied methods for promoting apparel and textile products.
16.5.6. Apply research methods, including forecasting techniques for marketing apparel and textile products.