

VIDEO ABOUT PBLT SCENARIO

Script Writer : Rasyadah
Editor : Luthfiyah Nabiya
Target : People who are interested in fashion design
Duration : 6 Minute
Format : Understanding Video
Source : Material Powerpoint
Subject : Promotion Via Social Media
Competencies : Explaining about Presentation and Communication skills in Fashion Design Business
Skill : Hope viewers can improved and persuade by my Explanation about communication skill in Fashion Design Business

Video Content :

1. Opening Title and intermezzo The purpose of Video
2. Explaining about Communication Skills In Fashion Design
3. Explaining about Fashion Design Business
4. Explaining about Communication Structure in Fashion Design Business
5. Closing

Synopsis / Description

The viewers will understand more about Publipreneur-Based Language Learning (PBLT).

Cut (Slide)	Storyline (Alur Cerita)	Aset Visual (Gambar)	Narasi (Voice Over) dan Musik Ilustrasi	Perkiraan Durasi
1.	Opening Title and intermezzo The purpose of Video	Teks : - Opening - Introduce Myself - Explain About What I Brought Here. Gambar: - PBLT Material	Music Background and opening animation SPEAKING TEXT : Hello guys, welcome to my video PBLT for my English Communication course assignment. Before that, I will introduce myself. First my name is rasyadah, I am from	38 second

			class 3A in publishing study program in Politeknik Negeri Media Kreatif Jakarta. Here i will be explain about Communication Skills in Fashion Design Business	
2.	Explaining about Communication Skills In Fashion Design	Teks: Explaining about communication skills in the fashion design Gambar : –	SPEAKING TEXT: Communication in the field of fashion design is very important to produce successful work. Designers need to communicate with production teams, models, and even clients to understand their vision. Apart from that, communication through the design itself is also important, because clothing must be able to speak about style, brand identity and the message you want to convey to the audience. With good communication, designers can create stunning and relevant collections.	1 minute
3.	Explaining about Fashion Design Business	Teks (Instruction): Explain about Fashion Design Business Gambar: –	SPEAKING TEXT: A fashion design business involves the creation, production, and marketing of clothing and accessories. This type of business typically includes designing clothing items, sourcing materials, pattern making, sewing or manufacturing, and ultimately selling the finished products to consumers or retailers. Fashion designers often strive to create unique and stylish garments that cater to specific markets or target audiences. They may also establish their own brand and market their creations through various channels, such as fashion	1 minute 30 second

			shows, online stores, boutiques, or partnerships with retailers. Successful fashion design businesses require a strong understanding of fashion trends, excellent design skills, effective marketing, and a keen sense of business management.	
4.	Explaining about Communication Structure in Fashion Design Business	Teks: FOCUS: Communication Structure in Fashion Design Business	SPEAKING TEXT : The communication structure in the field of fashion design involves several essential elements: 1. Design Team: Fashion designers need to communicate regularly within their design team. This includes discussions about design ideas, material selection, crafting techniques, and collection planning. 2. Clients or Customers: If designers work for specific clients or sell their products to customers, communication with clients or customers is crucial. This includes identifying their needs and preferences and providing updates on project progress or collections. 3. Production Team: To manufacture clothing or accessories, designers need to	3 minute
		Gambar:		
		Gambar:		

			communicate with the production team. This involves discussions about the manufacturing process, production schedules, and order fulfillment. 4. Marketing and Promotion: Effective communication in terms of marketing and promotion is needed to introduce products to the market. This includes communication through social media, websites, advertising campaigns, and more. 5. Suppliers: Designers need to liaise with material suppliers, such as fabric, accessories, or production equipment suppliers. This includes price negotiation, material quality, and delivery. 6. Research and Trend Analysis: To stay at the forefront of the fashion industry, designers need to conduct trend research and market analysis. This involves data collection and sharing findings with the design and marketing teams.	
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			7. Product Launch: When new products are launched, designers must communicate effectively about the launch event, location, and how to access the collection or products. 8. End Customers or Consumers: Engagement with end customers or consumers is vital. Receiving feedback, addressing complaints, and maintaining long-term customer relationships are crucial aspects of communication in the fashion design business. 9. Business Partners: Fashion designers may also partner with other businesses, such as clothing manufacturers, retail stores, or influencers. Efficient communication with business partners can help expand brand reach and influence. All these elements together form the communication structure necessary in the fashion design business to achieve success and sustainable growth.	
		Teks:	SPEAKING TEXT :	

5	Closing	–	Thank you very much for your great attention ladies and gentleman, thank you for all listeners. See you. Music Background and closing animation.	20 second
		Gambar: –		