

COURSE SPECIFICATION DOCUMENT

Academic School/Department: Communications, Arts and Social Sciences

Programme: Communications

FHEQ Level: 6

Course Title: Fashion and Media

Course Code: COM 6805

Course Leader: Monica Giovannini

Student Engagement Hours: 120

Lectures: 22.5

Seminar / Tutorials: 22.5

Independent / Guided Learning : 75

Semester: Fall, Spring or Summer

Credits: 12 UK CATS credits
6 ECTS credits
3 US credits

Course Description:

ITALIAN STUDY CENTRES ONLY. This course traces the multiple connections between the fashion and media industries. It emphasizes the material realities, pragmatic and creative dynamisms, fantasy components, and essential visuality of fashion. It also highlights how cities in general function as creative agencies for fermenting style and fashion ideas and attitudes. Note: This course is cross-referenced against COM 6400 (offered on the Richmond campus).

Prerequisites: COM 4200 or COM 5200 or MKT 5200 or SCL 5200

Aims and Objectives:

The course aims to explore the complex interrelations between, and the symbiosis of, fashion and mass media. It develops an understanding of the cultural history of fashion in its media context, the representation of fashion by mass media, and the role of fashion in a consumerised economy and globalized mediascape. Successful students at the end of the course will have:

- Detailed knowledge and understanding of contemporary theories and practices in the intersection between fashion and media.
- Further developed the transferable skills and knowledge to make presentations and write essays exploring how commentaries and interventions can be effectively made within fashion discourses.
- Further developed the critical thinking and intercultural awareness to develop a sophisticated and realistic grasp of how fashion operates culturally.

Programme Outcomes :

6A(i); 6B(ii); 6B(iii); 6D(ii)

A detailed list of the programme outcomes are found in the Programme Specification.

This is located at the Departmental/Schools page of the portal.

Learning Outcomes:

- Development of a systematic understanding of the intersection between fashion and media, as well as related issues regarding historical evolution, aesthetic traditions and forms, and current characteristics and possible future developments
- Development of a systematic understanding of the interconnectedness of fashion and media, and of their shifting configurations of communicative, cultural and aesthetic practices and systems
- Development of a systematic understanding of the ways in which people engage with the cultural texts and practices of fashion and media, and make meaning from them
- Students are expected to demonstrate personal responsibility and professional codes of conduct, while taking responsibility for their own work, learning and development, and effectiveness in professional and interpersonal communication

Indicative Content:

- Overview and key terms of fashion and media
- Fashion and anti fashion
- Fashion as consumer spectacle and identity
- Visions of Vogue
- Fashion and fetishism
- Photography and Fashion
- Art and Fashion
- Future fashion and smart fabrics
- The Media and the model industry
- Writing about fashion, fashion and style.

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Council on June 28, 2012.

Teaching Methodology:

The course will use video presentations and consist of lectures, screenings and class discussion. There will be an emphasis on student engagement with the research process and the critical exploration of a variety of sources, databases and archives.

Where possible, visits will take place to relevant locations and exhibitions. Student work is assessed through a variety of ways using both formative and summative approaches. Feedback is intended to help improve student approach to learning and achieve better results.

Indicative Texts

Gonzalez, Ana Marta, and Bovone, Laura, *Identities Through Fashion: a Multidisciplinary Approach*, London & New York: Berg, 2012

Shinkle, Eugenie (Ed), *Fashion as Photograph, Viewing and Reviewing Images of Fashion*, London & New York: Tauris, 2008

Watt, Judith (Ed), *Fashion Writing*, London: Penguin, 2000

Welters, Linda and Lillethun, Abby, *The Fashion Reader*, Oxford & London: Berg, 2007

Journals

Fashion Theory. The Journal of Dress, Body & Culture, Oxford: Berg. Published quarterly

It is essential to regularly research journal articles through academic databases. The most used for fashion and media related topics are:

JSTOR

Art Full Text, Humanities Full Text, Social Sciences Full Text: Wilson Web - also partially accessible through Ebsco Host

Websites

Art Libraries – London

<http://www.bbk.ac.uk/lib/subguides/artshum/historyofart/ahll>

BFI - British Film Institute – Stills, vids, books, articles...

<http://olib.bfi.hostedbyfdi.net/cgi-bin/bfi.bat>

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