COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Art History and Visual Cultre
***FHEQ* Level:**	5
Course Title:	**History of Italian Fashion**
Course Code:	AVC 5835
Course Leader:	Monica Giovannini (Florence)
Student Engagement Hours:	120
Lectures:	45
Seminar / Tutorials:	
Independent / Guided Learning:	75
Semester:	Fall/Spring
Credits:	12 UK CATS credits
	6 ECTS credits
	3 US credits

Course Description:
ITALIAN STUDY CENTRES ONLY. This course covers the history of Italian fashion from the late gothic period to current *Made in Italy* design. It looks at Italian fashion styles in relation to art history in an international, social and economic context. Fashion and its relation to culture, subculture, gender, and communication are emphasized. On-site visits illustrate Florence's dominant role in fashion.

Prerequisites: AVC 4200 Introduction to Art Across Cultures or AVC 4205 Introduction to Visual Culture or HST 3200 World Cultural History or GEP 4180 Research and Writing II

Aims and Objectives:
The aim of this course is to provide students with the necessary knowledge and skills to analyze clothing through the ages, using the appropriate vocabulary, and to enable them to understand the social condition of the wearers. At the conclusion of the course, they should have learned to consider a work of art in a new light, through the use of effective critical techniques. On-site visits illustrate the dominant role of Florence and its surroundings in the world of fashion, from its origins until the

present day**.** Destinations normally include Via Tornabuoni (the fashion hub of Florence), the Costume Gallery at the Pitti Palace, the Ferragamo Museum, the Textile museum of Prato, The Capucci Collection at the Bardini Villa, and visits to special exhibitions.

Programme Outcomes:

A5(ii), A5(iii), B5(i), C5(ii), D5(ii)

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

This is located at the archive maintained by the Academic Registry and found at: http://www.richmond.ac.uk/admitted-students/programme-and-course-specifications/

Learning Outcomes:
By the end of this course, successful students should be able to:
- use appropriate vocabulary to describe clothing and demonstrate the capacity to recognize the characteristic styles of each century, period, and culture.
- demonstrate the skills required to visually analyse clothing, ornamentation and fashion trends.
- demonstrate sensitivity to the influence of culture, subculture, art and history of trends in fashion, and the resulting significance of these trends.
- demonstrate an ability to critique the assigned readings in class, elaborating the key concepts of the History of Fashion.

Indicative Content:
- Various site visits
- Excerpts from films and documentaries
- Fashion through the ages
- The language and organisation of clothing and fashion
- The origin of clothing in the West
- The fashion of the Gothic North, of Europe and the Renaissance
- Italian fashion and style

Assessment:
This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board (formerly Learning & Teaching Policy Committee and located at: http://www.richmond.ac.uk/admitted-students/

Teaching Methodology:
Classes will take the form of presentations by the lecturer with appropriate audio-visual support and in-class focused group discussion and exercises. In the museum and gallery situation, students will be divided into small groups and directed in close visual analysis and discussion. On occasion, they will be asked to self-conduct their museum visit with the help of an ad hoc worksheet. It should be noted that discussion will comprise a major element of this course and all students are expected to verbalize their thoughts and perceptions and to develop a critical response to the material under consideration. They must keep up with assignments, be prepared to ask questions, and discuss their readings. Students whose participation is minimal are unlikely to do well in this class.

Bibliography:
See syllabus for complete reading list

IndicativeText(s):
Mendes, V. and De la Haye, A., 2010. *Fashion since 1900.* 2nd ed. Thames and Hudson, World of Art.

Steele, V*.,* 2003. *Fashion, Italian Style*. Yale University Press.

Journals

Web Sites
 See syllabus for complete list

Please Note: The core and the reference texts will be reviewed at the time of designing the semester syllabus

_____

Change Log for this CSD:

Major or Minor Change?	Nature of Change	Date Approved & Approval Body (School or LTPC)	Change Actioned by Academic Registry