

COURSE SPECIFICATION DOCUMENT

Academic School/Department:	Communications, Arts and Social Sciences
Programme:	Communications
FHEQ Level:	5
Course Title:	Fashion and Media in Rome
Course Code:	COM 5845
Course Leader:	Rosanna Graziani (Rome)
Student Engagement Hours:	120
Lectures:	22.5
Seminar / Tutorials:	22.5
Independent / Guided Learning:	75
Semester:	Fall / Spring / Summer
Credits:	12 UK CATS credits 6 ECTS credits 3 US credits

Course Description:

ITALIAN STUDY CENTRES ONLY. This course explores the historical development of the Italian fashion industry with a particular emphasis on Rome. The course focus is on retail and visual merchandising. It addresses the question of relevance of the in-store consumer experience in response to the spread of e-commerce. In order to explore and evaluate possible answers to this question, students are involved in *The Luxury Shopping Experience* project. Following clear guidelines, students visit, examine, and report on selected luxury stores located along Via Condotti and Via Borgognona in Rome. This allows students to experience at first hand the way people, including tourists, consume luxury in Rome.

Prerequisites: GEP 4180 Research and Writing II

Aims and Objectives:

The course aims to explore various facets of the Italian fashion industry with a specific emphasis on Rome. It develops an understanding of the cultural history of fashion in Italy and the role it plays in a globalized consumer economy. The relationship between fashion, various media and the consumption practices of luxury fashion in Rome are highlighted.

Programme Outcomes:

A5i, A5ii, B5i, B5ii. C5i, C5ii, D5ii. D5iii

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/content/academic-schools/academic-registry/program-and-course-specifications.aspx>

Learning Outcomes:

By the end of this course, successful students should be able to:

- demonstrate a detailed understanding of the intersection between fashion and media in Italy, as well as related issues regarding historical evolution, aesthetic traditions and current practices of cultural consumption
- analyse the challenges of contemporary retail in Rome
- demonstrate a detailed understanding of the relationship between fashion and identity and their shifting configurations of media production technologies, techniques and practices.
- demonstrate a solid grasp of at least three key theoretical positions in fashion studies
- deliver well researched work with limited supervision following a specific brief, demonstrating the capacity to adapt to non-routine performance tasks

Indicative Content:

- Perspectives on Fashion and Fashion Storytelling
- The Fashion Show
- Fashion and its Capitals
- Art and Fashion
- The Shopping Experience
- Fashion Photography
- Fashion on Paper
- Fashion and Youth Subcultures

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:

The subject matter is interdisciplinary and will include art, cinema, new media, literature and pop culture. The course consists of lectures, short screenings class discussion and visits. There will be an emphasis on student engagement with the research process and the critical exploration of a variety of sources, databases and archives. Students are required to carry out relevant reading before class to enable them to participate in informed class debate and discussion. The visits to Italian ateliers are mandatory and a crucial component of the class.

Bibliography:

See syllabus for complete reading list

IndicativeText(s):

Lane, D., 2015 *The Fashion of These Times: How Italian Style Conquered the World*. Peregrine's Head.

Quinto, E and Paolo Tinarelli, 2015. *Italian Glamour: The Essence of Italian Fashion from the Postwar Years to the Present Day*. Shira Editore.

Stanfill, S., 2015. *The Glamour of Italian Fashion Since 1945*. V & A Publishing.

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