

COURSE SPECIFICATION DOCUMENT

Academic School / Department:	Communications, Arts and Social Sciences
Programme:	Communications
FHEQ Level:	4
Course Title:	FASHION AND MEDIA FROM PAST TO PRESENT
Course Code:	COM 4800
Course Leader:	Costanza Menchi
Student Engagement Hours:	120 (standard 3- credit BA course)
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 aims to shed light on past and current changes in fashion communication examining a variety of textual platforms over time. The evolution of fashion magazines and the exploration of the image of fashion in magazines, painting, photography, music, film and art are studied in relation to key social and cultural issues. The role of new digital technologies in the fashion media landscape and their impact on production and consumption is explored.

Prerequisites:

None

Aims and Objectives:

- To explore critically different textual platforms used in fashion and how they relate to each other
- To evaluate the role of fashion magazines, their evolution and their relationship with other Fashion media
- To examine the different social and cultural contexts through fashion images
- To reflect critically on the debate of fashion as art and the relation between them

- To analyse current digital technology in relation to traditional media
- To develop academic skills in research and writing, and critical analysis

Programme Outcomes:

At the end of this course students will have achieved the following programme outcomes:

4A (i) (ii) (iii)

4B (i)

4Ci (iii)

4D (iii)

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 critical awareness of the evolution of the use of media in fashion
- Show a good knowledge of the social and cultural context of the different periods analysed.
- Demonstrate a critical understanding of the relationship between different fashion media
- Show awareness of the debates on the relationship between fashion and art
- Demonstrate a thorough knowledge of debates surrounding traditional media versus digital media
- Complete assigned work with a degree of clarity, technical competence and critical thinking, and a degree of independence and capacity for self-evaluation, appropriate for a 4000-level course

Indicative Content:

- The evolution of fashion magazines
- Art and fashion
- Fashion photography
- Fashion and cinema
- Fashion media and gender
- Fashion and music
- Blogs and social media
- Events and celebrities
- The use of visual and interactive media
- Sustainable fashion
- Smart fabrics technology

Assessment:

This course conforms to the Richmond University Standard Assessment Norms approved at Academic Board and located at: <http://www.richmond.ac.uk/admitted-students/>

Teaching Methodology:

The course will consist of lectures, screenings, video presentations and class discussions. Students will be engaged in the research process and required to participate in debates and discussions related to material to be watched and reviewed before class. Site visits and guest lecturers will provide a unique opportunity to complement in-class lectures with first-hand experience.

Indicative Text(s):

Bartlett, Djurdja, Cole, Shaun and Rocamore Agnes (ed), *Fashion Media*, London: Bloomsbury, 2013

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

Web Sites

<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>

COPAC

<http://copac.ac.uk/>

Drapers Magazine

<http://www.drapersonline.com/>

Findarticles.com

<http://findarticles.com/>

Hulton Getty Images

http://corporate.gettyimages.com/marketing/HultonArchive_jumpPage/index.html

Kent cartoon archive

<http://www.cartoons.ac.uk/>

Show studio: the Home of Fashion Film

<http://showstudio.com/>

Theatre museum V&A

http://www.vam.ac.uk/collections/theatre_performance/

University arts London library

<http://www.arts.ac.uk/library.htm>

V&A library

<http://www.vam.ac.uk/nal/>

Womens Wear Daily WWD

<http://www.wwd.com/>

See syllabus for complete reading list

Change Log for this CSD:

Nature of Change	Date Approved & Approval Body (School or AB)	Change Actioned by Academic Registry