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PALAZZI FLORENCE ASSOCIATION FOR INTERNATIONAL EDUCATION
FLORENCE UNIVERSITY OF THE ARTS
FAST - SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY (FT)

SCHOOL OF FASHION AND ACCESSORY STUDIES AND TECHNOLOGY
 DEPARTMENT OF FASHION COMMUNICATION AND PUBLISHING
 DEPARTMENT OF JOURNALISM

COURSE TITLE: FASHION, MEDIA, AND CULTURE

COURSE CODE: FTFCFM300; CPJLFM300

3 Semester Credits

1. DESCRIPTION

This course examines the context in which the Italian fashion system was born. Topics begin from the evolution of fashion from the post-WWII period to the present and address the role and influence of media and culture on factors such as economic and social status, the arts, and other issues that influenced fashion. Students explore fashion's connection to identity, body, politics, gender, ethnicity, sexuality, class, and how fashion and media are interrelated with these aspects of culture.

2. OBJECTIVE

At the end of the course students will be able to develop personal critical opinions regarding the evolution of style and contemporary fashion industry. Historical and cultural evolution of Fashion will be studied, with particular reference to the stylistic research and the “reading” of fashion via its own forms of communication. The goal of this course is to give students a general understanding of the media phenomenon and how it has affected the contemporary fashion industry.

3. REQUIREMENTS

There are no prerequisites for this course.

4. METHOD

The course will be structured in lectures, visual presentation and videos to explain in depth the subjects. Though the course has a theoretical nature students will be asked to actively participate in class, discuss, and analyze the information given, as well as individually research their chosen topics. Participation, presentation, depth of analysis, and personal conclusions are part of the final evaluation.

5. TEXT BOOK – FURTHER READINGS – RESOURCES

TEXT BOOK

“A Cultural History of Fashion in the 20th and 21st Centuries”, Second Edition: From Catwalk to Sidewalk, by Bonnie English

This textbook can be purchased in Florence at PAPERBACK EXCHANGE, in Via delle Oche 4/red, in the Duomo area.

The text book is mandatory for successful completion of the course.

Where applicable, additional materials, handouts and/or notes will be provided by the instructor.

LIBRARIES IN FLORENCE

The FUA library is located in Corso Tintori 21. Please consult the posted schedules for official opening times. Also note that the library is for consultation only and it is not possible to borrow materials. The library is equipped with a scanner and internet access so that you may save or email a digital copy of the pages needed.

Students are also encouraged to take advantage of Florence's libraries and research centers:

Biblioteca Palagio di Parte Guelfa

Located in Piazzetta di Parte Guelfa between Piazza della Repubblica and Ponte Vecchio.

Please consult the library website for hours of operation:

http://www.biblioteche.comune.fi.it/biblioteca_palagio_di_parte_guelfa/

Biblioteca delle Oblate

Located in via dell'Oriuolo 26. Please consult the library website for hours of operation:

www.bibliotecadelleoblate.it

The Harold Acton Library at the British Institute of Florence

Located in Lungarno Guicciardini 9. Please consult the library website for hours of operation and student (fee-based) membership information: www.britishinstitute.it/en

6. FIELD LEARNING

This course does not include a field learning activity.

7. COURSE MATERIALS

No additional course materials are necessary.

8. COURSE FEES

Course fees cover course-related field learning activities, visits, and support the instructor's teaching methodologies. Book costs are not included in the course fee. The exact amount will be communicated by the instructor on the first day of class.

9. EVALUATION – GRADING SYSTEM

10% Attendance

10% Class Participation

15% Assignments

25% Mid Term Exam

25% Final Exam

15% Final Paper

Grading Scale

A = 93-100 %, A- = 90-92%, B+= 87-89%, B = 83-86%, B-=80-82%, C+ = 77-79%, C=73-76%, C-=70-72%, D = 60-69%, F= 0-59%, W = Official Withdrawal, W/F = Failure to withdraw by the designated date.

10. ATTENDANCE – PARTICIPATION

Academic integrity and mutual respect between instructor and student are central to the FUA academic policy and reflected in the attendance regulations. Student presence is mandatory and counts toward the final grade.

On the **second absence** the attendance and participation grade will be impacted. Please note that missing certain field learning activities may count for more than one absence.

On the **third absence** the instructor may lower the final grade by one letter grade. (Example:

Final grade average of 93% or A will become a B).

The fourth absence constitutes automatic failure of the course. Students with excessive absences will be asked to withdraw with a W (if before the deadline) or leave the course with a WF.

Late Arrival and Early Departure

Arriving late or departing early from class is not acceptable. Two late arrivals or early departures or a combination will result in an unexcused absence. Travel is not an exceptional circumstance.

Travel (or delays due to travel) is NEVER an excuse for absence from class.

It is always the student's responsibility to know how many absences he or she has in a course. If in doubt, speak with your instructor!

Participation: Satisfactory participation will be the result of contributing to class discussions by putting forth insightful and constructive questions, comments and observations. Overall effort, cooperation during group work, responsible behavior, and completion of assignments will be assessed.

11. EXAMS – PAPERS – PROJECTS

The **Midterm** exam accounts for 25% of the final course grade. For exam time and date consult the course website. **The time and date of the exam cannot be changed for any reason.**

Format: 20 questions worth 4 points each, 80 points in case of 20 correct answers; 2 essay questions for a maximum of 10 points each.

The **Final** exam accounts for 25% of the final course grade. For exam time and date consult the course website. **The time and date of the exam cannot be changed for any reason.**

Format: 20 questions worth 5 points each, 100 points in case of 20 correct answers.

The final **Paper/Project** accounts for 15% of the course grade and are due on Lesson 14 (no exceptions). Your grade will be based on a four page paper with bibliography and a 10 minute presentation of your work using visual aids.

- Format: topic, length, guidelines, and due date will be provided on course website.
- Material for research will be available in the FUA Library in Corso Tintori 21.

12. LESSONS

Lesson 1	Introduction to the course: defining fashion. Lecture: Intelligent forms of life on the planet fashion An overview on the most common stereotypes of the fashion world Reading assignment: refer to course website Video: The Devil wears Prada
Lesson 2	Lecture: Image of fashion: 1920's Photography How it all started: Edward Steichen's stylish portraits Reading assignment: refer to course website
Lesson 3	History: The birth of Italian Fashion Focus on main designers Elsa Schiaparelli and Coco Chanel (Pitti Palace) Reading assignment: from textbook pg.51, pg. 29-43

Lesson 4	Lecture: Fashion and Spectacle/ Mass media and runway presentation Reading assignment: related chapter, plus pg.60-62 from textbook Video: Viktor and Rolf-because we're worth it!
Lesson 5	Lecture: The model image: the Supermodels and back to reality Study the changes of the image of beauty in fashion and media Focus on: Gianni Versace and Calvin Klein show Reading assignment: related chapter, plus pg.80-81 and 87-91 from textbook
Lesson 6	Lecture: Rebellion Designers and the Punk inspired Chaos Couture Focus on: Vivienne Westwood Reading assignment: from textbook pg. 113-118 Review for mid-term exam
Lesson 7	Midterm exam
Lesson 8	BREAK
Lesson 9	Lecture: 20th century designers: the identity of designers Overview on the crucial historical step that turned tailors into designers Focus and video on: Valentino Reading assignment: from textbook pg. 118-121
Lesson 10	Lecture: Trademarks and logo-mania Reading assignment: related chapter, plus textbook pg. 144-148
Lesson 11	Lecture: The style engine and the Italian Fashion system Reading assignment: see course website
Lesson 12	Lecture: The power of the press: analyze the impact of media on the contemporary fashion industry Reading assignment: from textbook pg. 14-24 Video: The September Issue
Lesson 13	Lecture: Overview on: The internet revolution and the fashion bloggers Reading assignment: from textbook pg. 163-178
Lesson 14	Final course review Final papers due Presentation of final projects
Lesson 15	Final exam