

COURSE DETAIL

FASHION MEDIA IN ITALY

Country

Italy

Host Institution

UC Center, Florence

Program(s)

Italian in Florence,Made in Italy, Florence

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Italian Communication

UCEAP Course Number

107

UCEAP Course Suffix**UCEAP Official Title**

FASHION MEDIA IN ITALY

UCEAP Transcript Title

FASHION MEDIA ITALY

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

This course focuses on the intersections between the fashion system and the media system. Students learn about the evolution of both the fashion and media within the Italian context and the fundamentals of the historical evolution of fashion communication in the Italian mediascape. Students analyze events, campaigns, exhibitions, fashion shows, public relations activities, customer management, and other fashion-related events to understand the communication strategies of the fashion industry for advertising and promotion purposes. The controversial impact of new technologies (i.e. social media, bloggers, influencers) are also discussed, along with a critical reflection on ethical matters concerning the role of fashion as a major influential presence in the media and more in general in our culture. Students learn how fashion communication works also by acquiring and practicing communication skills in fashion projects. They will understand hands-on how the fashion communication process develops, experimenting with how to design and develop a fashion communication campaign (articles, blog entries, social media posts, etc.) with a focus on Italian brands. Students explore their own potential as fashion communicators, learning the basics to create branded content for the fashion industry, choosing the most suitable media outlets, and crafting effective messages. A critical analysis of how fashion language has evolved, from 19th-century fashion magazines to today's blogs and influencers, also helps students acquire the fundamentals of how to communicate fashion.

Language(s) of Instruction

English

Host Institution Course Number

Host Institution Course Title

FASHION MEDIA IN ITALY

Host Institution Campus

UC Center Florence

Host Institution Faculty

Host Institution Degree

Host Institution Department

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