

Disclaimer: This is an indicative syllabus only and may be subject to changes. The final and official syllabus will be distributed by the instructor during the first day of class.

The American University of Rome
Communication and Digital Media Program

Department or degree program mission statement, student learning objectives, as appropriate

Course Title: Video Fashion Communication
Course Number: DM 210
Credits & hours: 3 credits
Pre/Co-Requisites: Sophomore standing

Course description

The course aims to offer a professional view of the world of fashion communication. Starting from a reflection linked to the world of storytelling and current narratives of fashion brands, the students will experiment with different ways of presenting their content, with specific focus on digital video and fashion film. An essential part of the program will be the identification and analysis of the relationship between art, fashion and visual communication, with an overview of the campaigns by the most successful brands and the most interesting personalities related to video production and direction. A specific focus of the course will be set design and the creation of environments for video narration.

Workshops and visits to production and post-production studios will complete the project. At the end of the course a small video clip will be realized.

Course fee Euro 75.

Recommended Textbook *(subject to change)*

Ascher S., Pincus E., *Filmmaker's Handbook, The (fifth Edition): A Comprehensive Guide for the Digital Age*, London Penguin Putnam Inc, 2023. EAN: 9780452297289

Additional material

Handouts will be provided throughout the course.

Entrance fee

Students are responsible for all entry fees.

Course Learning Objectives

At the end of the course, students will be able to:

1. Recognize, compare and categorize the processes that guide the design strategies of brand communication and its narration);
2. Reflect upon and interpret the relationship between art, fashion, and audiovisual languages, with particular attention to aesthetics and the expressive capacity of images in the fashion world;
3. Estimate and apply the mechanisms for the creation of a video or a visual and digital strategy;
4. Display their creativity through a video project.

Course Learning Activities

- Technical storyboard development from a starting storyline idea to character arch development, to final screenplay (LO 1, 3 and 4).
- Application of pre-production techniques to a video trailer project, from directing, to casting, to managing production departments (LOs 1 - 4).
- Managing the production, post-production, and marketing stages (LO 1, 3 and 4)
- Finalizing the video clip product (LOs 1 - 4)

Assessment tools

Technical storyboard development (1000 words)	15%
Pre-Production Map (500 words)	15%
Production and Post-production Map (500 words)	15%
Marketing strategy (500 words)	15%
Presentation/Pitch	10%
Final Video Project	20%
Participation	10%

COURSE SCHEDULE

WEEK	TOPIC
Week 1	<p><u>Cinema and brands</u> A walkthrough the importance of the imaginary of cinema for brands, from the star system to storytelling and its effect on people; an overview of the market, of the products with a deep dive on Europe and Italy and their ties with the American industry</p> <p><u>How it happens: Product placement & Case histories</u> The most obvious link is Product placement. What it is, how it works (for the brand on one side, for the production company on the other), some examples.</p>
Week 2	<p><u>Visit</u> Cinecittà Museum, making a movie: costumes, set design, how a set works</p> <p><u>The evolution of product placement</u> Today's product placement is the beginning of a story. Activities with talent outside the movie; co-marketing; movies as brand storytelling</p> <p><u>The final exam challenge</u> From now on, students will learn how to "creatively produce" a story: what is a screenplay, how to translate the initial idea into a vision for a film, how to protect the vision during the various stages of production. For their final exam, the class will be divided into groups, each group presenting the Story for a movie located in Italy, narrating the story of a brand of their choice.</p> <p><u>Initial stages of creative production: the concept</u> What is a concept, what is it needed for a concept to further define development; film genres</p>
Week 3	<p><u>The Idea</u> Storyline and characters' arcs</p> <p><u>The Treatment</u> Developing a storyline</p> <p><u>The Screenplay</u> Fundamentals of scriptwriting</p>
Week 4	<p><u>VISIT</u> A writers' room Technical storyboard due</p> <p><u>Pre production module one: The director and their role</u></p> <p><u>Pre production module two: Casting: attaching the right talent to the screenplay</u></p> <p><u>Pre production module three: Production Departments</u></p>
Week 5	<p><u>VISIT</u> A production company hosting various projects Pre-Production Map Due</p> <p><u>Production and post production</u> Filming on set. Editing, the "third rewrite" of any film Production and Post-production Map (end of day)</p> <p><u>Marketing and distribution</u> Reaching audiences Marketing strategy due (end of day)</p> <p><u>Final Exam</u> Each group of students will pitch a story set in Rome . Final video project due.</p>

ATTENDANCE POLICY

In keeping with AUR's mission to prepare students to live and work across cultures, the University places a high value on classroom experience. As a result attendance is expected in all classes and attendance records are maintained. The University's attendance policy is as follows:

1.0. Minimum Attendance Requirement: Students must attend a minimum of 70% of a course in order to be eligible to be considered for a passing grade.

1.1. Automatically Accepted Absences

Students will not be penalized for one absence from classes meeting once a week;
Students will not be penalized for three absences from classes meeting twice a week;
Students will not be penalized for four absences from classes meeting more than twice a week, as in the case of some intensive courses.

1.2. If further absences are recorded, grade penalties will be applied according to the Instructor's specific attendance policy, as stated in the syllabus, and following the institutional parameters given in the Note* below.

1.2.1. If the Instructor does not specify an attendance policy, there will be no grade penalty other than that attached to the minimum attendance requirement, and any penalized absences recorded above the basic 70% attendance requirement for the course will be invalidated.

1.3. During Summer sessions where courses are taught more intensively over a shorter period the following applies:

- Students will not be penalized for two absences from class.

2.0. Tolerated Absences

Certain categories of absence will not be penalized but they will be counted as an absence (for a 3-credit course meeting twice a week). These absences are:

- The Model United Nations (MUN);
- Permit to Stay,
- SG's "Ambassador Program" (Student Government initiative)
- Religious Holidays

The American University of Rome makes all reasonable efforts to accommodate students who must be absent from classes to observe religious holidays. (Please refer to the Provost's Office list of accepted absences for religious holidays)

Not attending a class due to the observance of a religious holiday will normally not be counted as an absence.

Students who will need to miss class in order to observe religious holidays must notify their Instructors by the end of the Add/Drop period (first week of classes), and must make prior arrangements with their Instructors to make up any work missed.

2.1. The list does NOT include academic field trips because these (including arrangements for travel) must not overlap with other classes.

3.0. Cases of prolonged absences caused by an emergency or a medical condition may require students to withdraw from some or all of their courses. Under such circumstances students should first consult their academic advisors.

*Note: No Instructor may penalize a student more than half a letter grade for each absence beyond the tolerated limit (e.g. from A- to B+).

Grade Point Average

A student's grade point average (GPA) is computed by multiplying the quality points achieved by the number of credits for each course. The result is then divided by the total number of credit hours taken. The Cumulative or Career Total Grade Point Average (CGPA) is the grade point average for all credit hours taken at the University and at approved study abroad programs. The GPA and CGPA are calculated by truncating after the second digit after the decimal point. Transfer credits have no effect on the CGPA at The American University of Rome.

Grades

Grades are posted on a secure area of the University's official website and are mailed to AUR degree students only upon written request. Grades are mailed to the various study abroad programs. Grades computed in the (GPA) reflect the following grade equivalents:

GRADE		GPA	
A	Excellent	4.00	94 – 100 points
A-		3.70	90 – 93.99 pts
B+	Very Good	3.30	87 – 89.99
B	Good	3.00	83 – 86.99
B-		2.70	80 – 82.99
C+		2.30	77 – 79.99
C	Satisfactory	2.00	73 – 76.99
C-	Less than Satisfactory	1.70	70 – 72.99
D	Poor	1.00	60 – 69.99
F	Failing	0.00	59.99 – 0
WU	Unofficial withdrawal counts as an F	0.00	
P	Applicable to development courses	0.00	
<i>Grades not computed into the grade point average are:</i>			
W	Withdrawal		
AUDIT (AU)	Only possible when the student registers for a course at the beginning of the semester as an audit student		
I	Incomplete work must be completed within the ensuing semester. Failure to do so results in automatically converting the I grade to the default grade, which is then computed into the grade point average		
P	Pass grade is applicable to courses as indicated in the catalog.		
WIP	Work in progress		