The American University of Rome
Communication and Digital Media Program
Department or degree program mission statement, student learning objectives, as appropriate

Course Title: Fashion Communication: Styling and Photo-Shooting
Course Number: DM 211
Credits & hours: 3 credits
Pre/Co-Requisites: Sophomore standing

Course description

The course aims to develop expertise in the field of fashion communication and to provide the main tools available to a fashion communicator through exercises, laboratory activity, and workshops that will help students grasp the inner workings of the fashion system. After a sociological introduction to the concept of fashion and its importance, students will focus their attention on styling and its various professional typologies: red carpet celebrities, paper and digital magazines, and fashion shows. At the end of the course, students will acquire editorial and styling skills in a photo-shooting session.

Course fee Euro 75.

Recommended Textbook *(subject to change)*

Hacking, J. Photography: The Whole Story, London, Thames & Hudson, 2023.
ISBN-10 : 0500296103, ISBN-13 : 978-0500296103

Additional material
A list of readings will be provided early in 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 and categorize actors, rules and process of fashion communication;
2. Define methods and strategies in fashion communication;
3. Examine the role of the communicator in the fashion system;
4. Display their creativity through a photo styling project.

Course Learning Activities

- Lectures and discussion on the history of styling and fashion communication
- Developing and critiquing a technical mood board to translate an emotional concept into a photo shoot (LOs 1 and 2)
- Shooting an advertisement and a fashion editorial (LOs 1 – 4)
- Postproduction tools workshop with Lightroom and Adobe Bridge (LOs 1, 2, and 4)

Assessment tools

Quizzes	15%
Technical Mood Board	20%
Mood Board Analysis (Peer Review)	10%
ADV Shooting	20%
Fashion Editorial Shooting	20%
Participation	15%

COURSE SCHEDULE

WEEK	TOPIC
Week 1	Introduction to fashion communi-cation Introduction to communication in general and within the fashion industry, starting from the macro areas and moving towards how brand identity is built and how the concept of identity is developed within a communication strategy. Storytelling and mood boards, from trends to communication plans Storytelling from the creative idea to the strategic multi-channel communication plan, audience profiling, and trend analysis. The creation of an evocative mood board and its importance in concept development.
Week 2	Visit tbd The stylist job: history and funda-mentals Introduction to the history of styling and how this profession has evolved up to the present day. Fundamentals such as body shapes and color theory, leading to the various areas in which the versatile figure of the stylist operates. The stylist job: in-terconnected fields Focus on the different areas in which the stylist operates: editorial, advertising campaigns, fashion shows, fashion merchandising, celebrities and film or television productions, up to the virtual platforms in the post-pandemic era. History of fashion photography The history of fashion photography from its incep-tion to the present day, with particular attention to the development of magazines and the trends they promoted, analyzing the images of photographers who left a lasting mark on fashion photography.
Week 3	Planning a shoot-ing: The Tech-nical mood board Translate an emotional concept into a photo shoot-ing choosing lights and colors, materials, back-drops, makeup, models and poses for a shooting. Development of a technical mood board in order to have an efficient communication with all the differ-ent figures who will be present on the set: makeup artists, photographer, editor, models. Editing: introduc-tion to Adobe Bridge and Light-room Analysis of personal mood boards for ADV and edi-torials. Technical mood board due. Planning a shoot-ing: time lines, materials, mod-els, styling Organization of the shootings.
Week 4	VISIT Tbd Mood board peer review due. ADV Shooting The students will shoot an advertisement Selection and post production: Bridge and light-room Organize the archive and workflow on Lightroom. Tools for an efficient selection of photos consider-ing the communicative intent and the final media (magazine, web, social) Post production, color cor-rection and color grading on Lightroom.
Week 5	VISIT Tbd ADV shooting due Editorial Shooting The students will shoot a fashion editorial Final Exam Presentation of the final works and evaluation of the student's overall progress Fashion editorial due.

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	
Grades not computed into the grade point average are:			
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		