# Lab on Fashion Podcasting

## Prof. Elisa Pervinca Bellini

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce students to the changing world of podcasting, to prepare them to design a podcast series and to produce one episode.

***COURSE CONTENT***

The course reconstruct the history of podcasting from its beginning, focussing on the relationship between podcasting and fashion. We will analyse the ways in which podcasts can serve as ways to create brand communities as well as they can contribute to the communication and dissemination of important messages such as those related to sustainability. Building on the in depth analysis of several examples of podcast, the course will lead the students to design a new podcast, including skills and techniques related to its recording, editing and distribution.

***READING LIST***

"So you want to start a podcast", Meinzen & Kristen;

"Out on the Wire", Jessica Abel

***TEACHING METHOD***

The course will combine lectures dedicated to the history and theory of podcasting and hand-on group work finalised to the design and creation of a new podcast.

***ASSESSMENT METHOD AND CRITERIA***

Students will be asked to present their podcasts in class, and they will be discussed an evaluated based on their originality, their consistency with the intended goal, and the effectiveness of their message.

***NOTES AND PREREQUISITES***

No specific hardware will be required, but students will be requested to download a software (free and compatible with all OS).

*Office Hours*: By appointment. Please get in touch with the instructor via email.

*Nel caso in cui la situazione sanitaria relativa alla pandemia di Covid-19 non dovesse consentire la didattica in presenza, sarà garantita l’erogazione a distanza dell’insegnamento con modalità che verranno comunicate in tempo utile agli studenti.*