# Lab On Storytelling For Fashion And Food

## Prof. Roberta Montagnoli

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

The course aims to bring students closer to the world of communication agencies, first by making them meet some of the major Italian professionals and then, by testing them by creating a communication plan for a food or fashion brand.

Thanks to the division of the class into teams, the course has the additional objective of teaching how to optimize teamwork and therefore divide the tasks to achieve the final goal.

*Expected learning outcomes:*

At the end of the course, students will be able to develop an integrated communication project, interpret an agency brief by examining the objectives requested by the client and develop them in the stages of: strategic analysis, creativity and social engagement.

***COURSE CONTENT***

After a first theoretical part, the course will focus on a more practical part.

The students, divided into groups, will be involved in a communication project in which they will have to meet in teams to develop a creative campaign thanks also to the involvement of professionals from various international agencies.

The project will develop with a small introduction to the world of communication agencies and the various roles, after which at each lesson a professional figure will be analyzed who will refer to a specific part of the creative and creation process of the project under examination.

From strategic analysis with strategists, to the creation of a creative concept with a creative couple, to social media management to influencer marketing.

The project students will have to work on will be a real brief given by a food and / or fashion brand.

At the end of the course the students will have to present their project directly to the client.

***READING LIST***

All the teaching material will be given in class (slides) and shared via the online platform.

***ASSESSMENT METHOD AND CRITERIA***

The exam will take place orally with the presentation of the project made during the laboratory.

For attending students, the presentation will take place on the last day of class directly to the client who has given the brief.

For those unable to attend, the exam will always be oral and will focus on the presentation of the final project in question with the possible addition of an extra analysis phase.

The students will be assessed for the project created, compliance with deadlines, group operations and the objectives set out in the brief.

***NOTES AND PREREQUISITES***

In the event that the health situation relating to the Covid-19 pandemic does not allow face-to-face teaching, remote teaching will be guaranteed in a manner that will be communicated to students in good time.

The teaching does not require content-related prerequisites.

In any case, interest and curiosity in creative and team work is assumed. Despite the course is international, a knowledge of the basic Italian language is recommended in order to better understand Italian brands and create a specific creativity.

*Time and place of student reception:*

TBD