# Lab on Fashion Film

## Prof. Simonetta Buffo

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

The course aims to present fashion films as a new communication tool in fashion market, for digital platforms: they will be analyzed as a cultural evolution of advertising, creating a strong connection between Arts and Fashion Imagery. Classes will start from an analysis about their distinctive points; then students will improve their knowledge about images languages and narrative structures.

During the classes, the attending students will develop a project (PPT document), in which they will analyze fashion films, both language and narrative structures. The document will be realized in group (2-3 students) and will be evaluated (80% of the final mark).

*Learning outcomes*

At the end of the course, students should show their capability in reading and managing images language, to produce brand contents.

***COURSE CONTENT***

* Fashion film phenomenon
* Images language evolution in fashion market
* Fashion film and transmedia storytelling in digital age
* Brand narrative in fashion film

***READING LIST***

Attending Students (at choosing between):

* Buffo, S. (2019) *Body in Fashion Films: the new Net-Aesthetic Era,* p. 365-381,SComS – Fashion Communication, Special Issue, USI Lugano
* Rees-Roberts, N. (2018) *Fashion Film. Art and Advertising in the Digitale Age*, Part p. 17-74, Bloomsbury

Not Attending Students (both):

* Buffo, S. (2019) *Body in Fashion Films: the new Net-Aesthetic Era,* SComS – Fashion Communication, Special Issue, USI Lugano
* Rees-Roberts, N. (2018) *Fashion Film. Art and Advertising in the Digitale Age*, Part p. 17-74, Bloomsbury

***TEACHING METHOD***

The course includes lectures and practical group assignments; therefore, attendance is highly recommended.

***ASSESSMENT METHOD AND CRITERIA***

The assessment will be based on a group presentation (2-3 students per group) about a specific case study. Students have also to demonstrate their knowledge about fashion film and new critical skills in managing images language.

Not attending students have to study volumes in the reference list.

***NOTES*** ***AND PREREQUISITES***

Professor receives students on Teams, arranging an appointment via email.