## **Lab on Food Blogging**

## Prof. Laurel Evans

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

The course goal is to provide students with a general understanding and practical application of the main storytelling mechanisms used in food communication on digital media: from food blogs to Instagram and Tik Tok.

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

1. Recognize and understand the fundamentals of storytelling through food
2. Orient themselves within the various platforms of food media
3. Acquire a basic understanding of the fundamentals of food photography and styling
4. Write a clear and correct recipe and captivating food story appropriate for various digital platforms
5. Create a name, project, and editorial calendar for a blog or social media project about food

***COURSE CONTENT***

Food has the power to evoke memories, tell stories, provoke curiosity, foster new connections, and create a sense community. Today, as digital media has become the major creative platform for the distribution and consumption of media content, how are food and cooking stories most effectively told? How are we engaging with food and the process of cooking in the Digital Age? We will address these questions through observing examples, class discussions, and practical assignments.

***READING LIST***

An optional reading list will be provided during the course for students that wish to deepen their knowledge on a particular topic.

***TEACHING METHOD***

The course includes lectures, practical assignments, and discussions to deepen the topics covered in the lessons.

Practical assignments will be introduced during class and will be carried out by the students independently or in groups.

***ASSESSMENT METHOD AND CRITERIA***

The learning outcomes acquired by the students are verified through ongoing assessment based on participation and practical assignments. This course is specifically designed to for in-person attendance and is recommended only for those students that plan on attending regularly.

***NOTES AND PREREQUISITES***

No prior knowledge is required; however, a love for and curiosity about food and storytelling are desirable.

Place and time of consultation hours: by appointment, 30 minutes before or immediately after class.