# Lab on Fashion Podcasting

## Prof. Matteo Di Palma

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

How to create a successful podcast for the world of fashion? How to reach your target audience? What skills should a podcaster possess? Starting from the differences between types of audio content, the workshop will present the tools to better understand the various dynamics of podcast production styles through practical laboratory activities: from ideation to the final product. At the end of the course the student will be able to conceive, to structure, and to fully produce a podcast content. The main purpose of the course will be to create one first episode from scratch.

***COURSE CONTENT***

The workshop has both a theoretical and a practical part. In the theoretical part, the following topics will be presented in their essential elements: the world of podcasting, the dynamics of audio communication (such as editorial identity, topic management, effective and attractive communication to reach the target audience and how to build audience loyalty). The practical part will consist of actual practice with a radio workshop: students will be divided into small groups. Each group will develop its own podcast idea, from writing to actual publication.

***READING LIST***

- G. Simonelli, *Cari amici vicini e lontani. L'avventurosa storia della radio*, Bruno Mondadori, Milano 2012.

- E. Menduni, *Il mondo della radio. Dal transistor ai social network*, Il Mulino, Bologna 2012.

- E. Menduni, *I linguaggi della radio e della televisione. Teorie, tecniche, formati*, Laterza, Roma 2008.

During the course, additional readings for in-depth study may be suggested. The workshop has a limited number of participants and allows a maximum of 20 attendees, with a total duration of 20 hours.

***TEACHING METHOD***

The various phases of the course:

*Theory*

The podcast - nature, types, objectives. The steps of Podcast production: the target audience, the distribution and the structure, (each phase will be analysed). The construction. Ideation and writing: how to write audio content (cultural dissemination, entertainment). Particular attention will be given to its seriality.

*Practice*

Recording - Director's side => Reaper, the audio production software, (present in the studio and easily downloadable from home) will be explained in order to record individual studio talks.

Recording - Hosting side => Different hosting styles will be illustrated, based on the type of content. Rhythm, time, and content management: why should a certain rhythm be maintained? How is time controlled in a talk? And the topics? How to speak, how to capture attention, how to be effective?. Editing. Assembly and post-production. How to use Reaper software, how to manage the edite and/or the post-production phases, including backing tracks, jingles, songs, and previously recorded speeches, to create a finished episode starting from scratch. The recording will be handled during the lessons by the students.

Each lesson will include practical exercises and homework.

***ASSESSMENT METHOD AND CRITERIA***

The final grade will be based on the episode produced during the lessons.

***NOTES AND PREREQUISITES***

*Prerequisites*: Passion for the world of media communication, teamwork capability.

*Warnings*: The course includes the distribution of handouts or slides: continuous interaction with classmates is encouraged, with the aim of fostering collaboration to archive the set goal.

*Time and place of Office hours*

Professor Di Palma will communicate the time and place of student office hours during the lessons.