# Lab on Storytelling for fashion and food

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

Storytelling is an ancient technique of telling a story in an engaging and memorable way. Over the years, it has become one of the most important skills in the fields of marketing, teaching, and entertainment. The course aims to bring students closer to this widely used communication tool testing them in the creation of a communication plan for a food and/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 introduction, the course will focus on a more practical section.

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 based on storytelling.

In this lab, we will explore the fundamentals of storytelling, its benefits, how companies incorporate narrative elements into their communication strategy and we will practice the planning of a storytelling experience for a real existing brand.

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 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***

The teaching does not require content-related prerequisites. In any case, analytical skills, interest and curiosity in creative communication and team work is assumed.