

B.A (Prog.) with Apparel Design and Construction (ADC)

Category-V

DISCIPLINE SPECIFIC ELECTIVE COURSE DSE-5-ADC: FASHION COMMUNICATION AND MEDIA

Credit Distribution, Eligibility and Pre-requisites of the Course

Course Title & Code	Credits	Credit distribution of the course			Eligibility Criteria	Prerequisite of the course
		Lecture	Tutorial	Practical/ Practice		
Fashion Communication and Media	4	2	0	2	Class XII Pass	NIL

Learning Objectives:

To provide an understanding of the different types of media used in Fashion communication

Learning Outcomes:

After completing this course, the learner will be able to:

- Describe the social aspect of clothing
- List and explain the 7Cs of communication
- Compare the characteristics of different types of media
- Describe the nature and application of various elements of fashion communication

SYLLABUS OF DSE-5-ADC

THEORY (Credits 2; Hours 30)

UNIT I: Concepts of Fashion and Communication

5 Hours

This unit provides an overview of the fashion concept relevant to media communication.

- Social aspects of Fashion and clothing – Communication through clothing
- Communication – Function and types of communication
- 7Cs of Communication

UNIT II: Concepts related to Media

5 Hours

This unit provides understanding of the importance and types of communication and media

- Characteristics, significance and types of print, electronic and web based media
- Importance of media in fashion industry

UNIT III: Elements of Fashion Communication

20 Hours

This unit provides an understanding of the elements of fashion communication and related aspects.

- Importance, impact, types, methods and tools, and related professions:
 - Fashion Journalism
 - Fashion Photography
 - Fashion Broadcasting and Fashion Films
 - Fashion Visual Merchandising
 - Fashion Styling
 - Fashion Advertising
 - Fashion Events
 - Fashion Blogging and Vlogging
 - Graphic Design for Fashion

PRACTICAL (Credits 2; 60 Hours)

1. Preparation of an article/Blog for publication in print media/ web media
2. Creation of a Video Blog of a fashion event/ news
3. Study of editorial photography of a fashion magazine
4. Development of print and web advertisement layout for selected fashion brand.
5. Comparative survey of window displays of fashion stores
6. Preparation of a press release for a fashion event
7. Content creation for Social Media

ESSENTIAL READINGS:

- Guntasha K. Tulsi, Nidhi Madan, (2022), *Media and Communication: A Handbook of Students*, Worldview Publications
- Jay, Phyllida (2015) *Fashion India*, Thames and Hudson, London.
- Lascity Myles Ethan, (2021), *Communicating Fashion: Clothing, Culture, and Media*, Bloomsbury Visual Arts

SUGGESTED READING:

- Anand, S. & Kumar, A. (2016). *Dynamics of Human Communication*. New Delhi: Orient Black Swan. ISBN: 9788125063254
- Greenwood, G. L. (2012) *Fashion Marketing Communications*, John Wiley and Sons
- Jade, L. (2012) *Fashion Photography 101, A Complete Course for the New Fashion Photographers*, Hachette UK

Note: Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.