

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

GENERIC ELECTIVE COURSE - GE-5-ADC: FASHION 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 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 common fashion related concepts.
- 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 GE-5-ADC

THEORY (Credits 2; 30 Hours)

UNIT I: Fashion Concepts

7 Hours

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

- Social aspects of Fashion and clothing – Communication through clothing
- Terms and concepts related to fashion – Fashion, Style, Fashion Cycle, Fashion adoption, Fashion movement, Fashion brands and designers

UNIT II: Communication and Media

5 Hours

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

- Communication – Function and types of communication, 7Cs of Communication
- Characteristics, significance and types of print, electronic and web based media

- Importance of media in fashion industry

UNIT III: Elements of Fashion Communication

18 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)

8. Preparation of an article/Blog for publication in print media/ web media
9. Creation of a Video Blog of a fashion event/ news
10. Study of editorial photography of a fashion magazine
11. Development of print and web advertisement layout for selected fashion brand.
12. Comparative survey of window displays of fashion stores
13. Preparation of a press release for a fashion event
14. 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.