



Course Title: FASHION COMMUNICATION CONCEPTS AND PROCESSES- II

Course Code: FASH143

L	T	P/S	SW	FW	No. of PSDA	TOTAL CREDIT UNITS
2	0	0	2	0	3	3

Course Level: UG

Course Objectives: This course examines the intersection between fashion, media and image in today's society, drawing on theories fashion media tools and how the fashion industry creates powerful and persuasive messages to sell a given image to consumers.

Pre-requisites: Students should have the basic knowledge about various communication theories, its importance and the communication process.

Course Contents/Syllabus:

	Weightage (%)
Module I <u>Fashion communication Mix</u> Meaning and importance of Fashion Communication Mix Elements and Components of Fashion communication Mix - Brief Introduction to Fashion Advertising Fashion Sale promotion Fashion Publicity Fashion public Relation Careers in fashion Promotion	10%
Module II <u>Visual Persuasion</u>	20%

<p>Role of Images in Communication</p> <p>Types of Images and Symbols</p> <p>Image Change</p> <p>Visual Communication</p>	
<p>Module III</p> <p><u>Image Positioning through Communication</u></p> <p>Concept of Image and Brand Positioning</p> <p>Various fashion brands using communication tools for positioning,</p> <p>Creating the right image through Communication (Tangible and Intangible Elements)</p> <p>Promoting the Desired image through Communication</p>	10%
<p>Module IV</p> <p><u>Fashion Communication in Print Media</u></p> <p>Printing</p> <p>History of printing</p> <p>Print Media Mix</p>	20%
<p>Module V</p> <p><u>Elements of publication design</u></p> <p>Page-makeup & Layout</p> <p>Types of Layout-Books, Magazines, Brochures, Catalogues</p> <p>Special designs (information graphics, charts, tables boxes etc.)</p>	20%
<p>Module VI</p> <p><u>Fashion Merchandise Presentation Techniques</u></p> <p>Brief Introduction to Visual Merchandising</p> <p>The importance of Visual Merchandising</p> <p>Various elements of VM used as a Means of Communication</p>	10%

Careers in VM	
Media Influence on Lifestyle Factors	
Module VII	
<u>Writing for Fashion Media</u>	10%
Introduction to the concept of Fashion Journalism	
Introduction to News, magazines Journalism	
Relationship between fashion Pr and Journalism	
Careers in Fashion Journalism	

Course Learning Outcomes: By the end of this course, students will be able to

- Practice and Apply written and oral presentations, and communicate with specialists using appropriate media and technology
- examine how the images are reinforced and given authority through media
- Create a Comparison how consumers co-opt these messages by purchasing fashion by getting exposed to various Fashion communication elements
- Evaluate current technology related to the communication field.

Pedagogy for Course Delivery:

The pedagogy technique followed for the course will be a combination of class lectures, power point presentations and case study mode. The students will be conducting research work and work on their class assignments during the tutorial classes.

List of Professional Skill Development Activities (PSDA):

- SIMULATION
- REVIEW
- GROUP DISCUSSION

Lab/ Practicals details, if applicable: NA

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio (%)	End Term Examination

100%	NA	THEORY
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Theory Assessment (L&T):

Continuous Assessment/Internal Assessment						End Term Examination
Components (Drop down)	PROJECT (P)	CLASS TEST (CT)	HOME ASSIGNMENT (H)	CLASS QUIZ	ATTENDANCE (AA)	EE
Linkage of PSDA with Internal Assessment component, if any	SIMULATION	REVIEW	REVIEW	GROUP DISCUSSION		
Weightage (%)	15%	10%	10%	10%	5%	50%

Mapping Continuous Evaluation components/PSDA with CLOs

Bloom's Level >	Remembering	Understanding	Applying	Analysing	Evaluating	Creating
Course Learning Outcomes	CLO3	CLO1	CLO1	CLO2, CLO4	CLO2, CLO4	CLO3
Assessment type/PSDA						
Assessment Component Project			✓	✓	✓	✓
Class test	✓	✓			✓	
Home assignment	✓		✓	✓		✓
Class quiz	✓	✓	✓	✓	✓	

Text & References:

Text:

- By Barnard M, Fashion As Communication

References:

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Additional Readings:

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Any Other study material: