



Course Title: FASHION COMMUNICATION CONCEPTS AND PROCESSES- I

Course Code: FASH102

Credit Units: 02

Course Level: UG

L	T	P/S	SW	FW	No. of PSDA	TOTAL CREDIT UNITS
1	0	0	2	0	3	2

Course Objectives: This course introduces the students to the Concepts of Communication and their application in the field of Fashion emphasizing on development of various creative and visual skills

Pre-requisites: Students must be willing and interested to gain insights into the process of communication

Course Contents/Syllabus:

	Weightage (%)
Module I <u>Fundamentals of Communication</u> Communication – definitions, scope, forms and purpose; Intra-personal, Interpersonal, mass, organizational, non-verbal and verbal. Communication – socio economic changes, Introduction to fashion Communication Emerging trend in Fashion Communication	10%
Module II <u>Communication Process</u> Communication Process Sources, message, channel, receiver, feedback, Noise: types of noise - encoding and decoding process Seven Cs of Communication Elements of Communication	20%

Importance of Effective Communication process in Fashion Industry	
Module III <u>Communication and Culture</u> Global media – multi cultural content - impact on developing countries; Cross-cultural communication: problems and challenges. Policies and implications Communication Block	10%
Module IV <u>The Fashion Consumer</u> Types of Consumer Consumer Trends Consumer profiling A brief on targeting (how audiences are chosen)	20%
Module V <u>Visual Language</u> Creating graphic images and symbols that communicate ideas and expand graphic vocabulary Analyze Visual Messages and interpret and create meaningful Ideas Visual thinking Associative techniques Materials Tools	20%
Module VI <u>Fashion Communication Media</u> Introduction to Media Media Mix	10%

Media availability	
Target Audiences	
Media Influence on Lifestyle Factors	
Module VII	
<u>Fashion Communication Tools</u>	10%
Introduction to Various Fashion Communication Tools	
History and Evolution of Fashion Communication Tools	
Contemporary tools used as a means of Communication in Fashion Industry	

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

- **Recognize the importance of opportunities in the field of communication**
- **Demonstrate competence in oral, written, and visual communication.**
- **Evaluate positive group communication exchanges**
- **Analyze communication theories.**

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

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	CLO1	CLO1	CLO2	CLO4	CLO3	CLO 2
Assessment type/PSDA						
Assessment Component Project			✓	✓	✓	✓
Class test	✓	✓			✓	
Home assignment	✓		✓	✓		✓
Class quiz	✓	✓	✓	✓	✓	

Text & References:

Text:

- By Lester, E (2000), Visual Communications: Images with Messages

- **By Barnard M ,Fashion As Communication**

Additional Readings:

- **Any other Study Material:**

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