

Course unit title:	<b>Design for Fashion Publishing</b>				
Course unit code:	AFDI333				
Type of course unit:	Elective				
Level of course unit:	Bachelor (1 <sup>st</sup> Cycle)				
Year / Semester of study:	3/4				
Number of ECTS credits allocated :	6	Lectures p/w:	3	Studio p/w:	
Instructor(s)	Artemis Eleftheriadou				
Aim of the Course	<p><b>Aim of the course and core objectives are:</b></p> <ul style="list-style-type: none"> <li>• To recognize and understand new and alternative forms of fashion publishing and distinguish the usages of the evolving multi-media publishing forms</li> <li>• To investigate the complex relationship between visual material, writing and corporate image in achieving successful communication with target audiences</li> <li>• To develop creative writing for the fashion industries; critical thinking and create in depth awareness of contemporary fashion trends and tendencies</li> <li>• To acquire advance knowledge for organizing content and image contextually in conjunction with the aesthetic use of fashion photography and styling, of details regarding the beauty industry, of modelling etc.</li> <li>• To encourage self initiated, real life projects engaging online or digital social media such as facebook/twitter/blogging setting specific publishing aims and objectives</li> </ul>				
Learning outcomes of the course unit:	<p>By the end of the course, the students should be able to:</p> <ol style="list-style-type: none"> <li>1. Identify, define and recognize the various publishing media both in print as well as in time based media</li> <li>2. Acquire in depth understanding of the potentials, philosophy and mechanics of the contemporary digital publishing arena</li> <li>3. Develop interview and creative writing skills; strong literacy and communication skills</li> <li>4. Establish extensive knowledge in the field of fashion publishing and communication, placing emphasis on creativity and appropriateness of ideas</li> <li>5. Acquire self-motivation and initiative, tenacity and a passion for what is required, acquire diplomacy and the ability to deal with all kinds of people deploying leadership and teamwork skills</li> <li>6. Demonstrate time management and organization skills; the ability to work under pressure and meet deadlines with accuracy and attention to detail</li> <li>7. Develop good understanding of successful visual design qualities and some practical competence in online and digital applications</li> </ol>				

	<p>8. Promote an understanding of the contemporary cultural production, social conditions and aesthetic tendencies that define the current fashion arena</p> <p>9. Design, create and produce real-life individual publishing proposals that bare communication strategies, concepts and aesthetic for a range of specified audiences and contexts, using appropriate styles and media deriving from the fashion industry</p> <p>10. Understand research methodologies and recognize theoretical as well as visual research processes</p>		
Prerequisites:	Advanced Level	Co-requisites:	None
Course contents:	<p>The course will enable students to become familiar with the importance concerning the production and distribution of information in the fashion industry. The main philosophies and parameters that underlie various means of contemporary publishing design such as magazine design, web design, social media practices etc. will be examined.</p> <p>In a rapidly changing sector such as publishing students will be introduced to the current developments in online publishing and digital technologies, which are constantly changing the landscape of fashion industry. The course will address creative writing, critical thinking, presentation techniques and novelties, interview skills and social media studies. The course will investigate exhibition design, the art of display and forms of curating for an all rounded understanding of the current cultural production.</p> <p>There will be an input of comprehensive knowledge regarding the multi-faced and interconnected relationship of image, type, text, motion and interactivity. The course will examine the classification of images and written information in order to convey particular concepts, inform certain context and communicate with desired audiences. The course will tackle the ideas and aesthetic values that precede the relationships of image and content in various publishing media.</p> <p>Further the course will actively engage with contemporary digital means of publishing promoting self initiated projects that may have real life applications. Online and social media publishing will be examined extensively in search for innovative and alternative means of fashion publishing.</p>		

References:	<ol style="list-style-type: none"> <li>1. K. Swanson Kristen, Everett C. Judith, (2008) <i>Writing for the Fashion Business</i>, Fairchild Books</li> <li>2. McCarthy, Steven, (2013) <i>The Designer as...: Author, Producer, Activist, Entrepreneur, Curator, and Collaborator: New Models for Communicating</i>, BIS Publishers B.V.</li> <li>3. Ziv, Yuli, (2013) <i>Fashion 2.0: Blogging Your Way to The Front Row- The Insider's Guide to Turning Your Fashion Blog into a Profitable Business and Launching a New Career, Vol. 1</i>, CreateSpace Independent Publishing Platform</li> <li>4. Hayles, Katherine N, (2008) <i>Electronic Literature: New Horizons for the Literary</i>, University of Notre Dame Press</li> <li>5. Burke, Sandra (2013) <i>Fashion Entrepreneur: Starting Your Own Fashion Business</i>, Burke Publishing.</li> <li>6. Wolbers, Marian (2009) <i>Uncovering fashion: fashion communication across the media</i>, New York: Fairchild.</li> <li>7. Jorgensen Malene, (2013) <i>How to Become a Fashion Writer: Taking Your Writing to the Runway</i>, Collections Canada</li> <li>8. Sheridan, Jayne (2010), <i>Fashion, media, promotion: the new black magic</i>, New York: Fairchild</li> <li>9. Drucker, Johanna, (2009) <i>SpecLab: Digital Aesthetics and Projects in Speculative Computing</i> Guerrero, University Of Chicago Press</li> <li>10. Jessica Heldfand's, (2001) <i>Screen: Essays on Graphic Design, New Media and Visual Culture</i>, Princeton Architectural Press</li> </ol>
Planned learning activities and teaching methods:	<p>The course is delivered through lectures and visual presentations and it is mainly based on extended project briefing, constant evaluation, short exercises, practical workshops, and extensive group critiques. In-class discussions, inspiration methodologies, brainstorming techniques and concept development processes will be initiated and encouraged. Creative use of computer and other design software, along with traditional hand skill methods and mediums such as sketching, drawing, illustration as well as photography and styling are also part of learning activities. Also presentations, briefing and related written material are available on the e-learning engine.</p>
Assessment methods and criteria:	<p>Design Process      40%</p> <p>Self Initiated Project 30%</p> <p>Research Analysis    20%</p> <p>Final Assessment     10%</p>
Language of instruction:	English

Work  
placement(s)

None