

FASHION SEMIOLOGY & TREND COMMUNICATION

Fashion is made up of a whole set of signs that are expressed by garments, accessories and body language . Fashion represents a language that everybody speaks, even if not all of us knows its actual significance.

FASHION SEMIOLOGY & TREND COMMUNICATION COURSE PROGRAM:

Clothes and its meanings

- Fashion conceived as communication system
- Signs in Fashion: icons, symbols, natural signs(indication) and their fast changes.
- Costumes, uniforms and fashionable garments.
- Hypocoded and hypercoded clothes:investigating the difference between fashion and clothing codes.
- The discursive structure of Fashion:time, space and actors.
- The visual categories of fashion:the use of curved, broken opened and closed lines.The use of colors.
- The use of specific camera angles to represent fashion items.
- Analysing the points of observation of fashion-related images which generate perceptions to the receiver .
- The clothing codes
- Body language and fashion language:the non verbal Communication.
- Delegated and participatory purchases .
- Archetypical and intermediate forms and microfashions.
- Fashion language and metalanguage.
- Comparing the “use” and “purchase” variables within the Fashion System.

Fashion Advertising/Communication Analysis

- The topological categories used for fashion images: the axial and sequential path.
- Jakobson’s functions in fashion communication.
- The semionarrative structure of fashion ads:the actantial model and the semiotic square.
- Figures of speech in fashion advertising.
- Codeluppi’s frame used in fashion related ads to generate emotions on the viewers.
- Subliminal messages and hidden meanings: implicits,inferences, denotations, connotations and presuppositions .
- Fashion related verb phrases(sintagma) and paradigmas.
- Analysing Laver’s Calendar and understanding how people perceive trendy objects.

Tutors:

Cinzia Ligas, semiologist having a 10-year experience in the field of Communication Techniques Training. Communication consultant for various Italian and European public corporations, Co-founder of Net Semiology and of the Polisemantic Communication studies. Cinzia Ligas is also the coeditor of a communication magazine titled QC2.

Fausto Crepaldi is a director and art director. He owns a video production house Blumedia Art. He also collaborates with Italian companies and corporations as video and web communication consultant. Coeditor of the "QC2 Comunicare al quadrato" magazine that deals with TV, fashion and communication issues.

Teaching experience:

Net Semiology, New Media and e-fashion classes at **Istituto Marangoni**, Milan.
Fashion semiology at the "**Style and Design College**", Milan.
Art Semiology at the **Blumedia Academy**.

Other teaching experiences:

University of Bologna.
International College of Arts and Sciences.
Scuola Politecnica di Design.
Ateneo Multimediale.

Books and Publications:

"Principi di Net Semiology" for Tecniche Nuove, "Art Semiology - l'immagine oltre l'arte (tra pubblicità e marketing)" for Ars Europa; in AA.VV. "Content Management" for Apogeo, "Soggetto Elettronico" for Ars Europa, "Logosemiotica e Fonosemiotica "

Currently, we are working on a guide titled: "Fashion Semiology, la comunicazione della moda attraverso l'abito indossato e attraverso la rappresentazione pubblicitaria dell'abito indossato".