

ARTH 2715 VISUAL CULTURE IN FASHION (3 credit hours)

Elmira College

SPRING 2025

Required Text:

1. Roland Barthes, *The Fashion System*, 2010, Vintage Classics;
 2. Adam Geczy, Vicki Karaminas, *Fashion and Art*, 2012, Berg Publishers.
- Supplemental readings will be included to illustrate or expand on textbook readings.

Pre-requisites: None

Course Description

This course explores the role of visual culture in the world of fashion, examining how fashion communicates identity, status, and cultural values through various media forms. Students will study a wide range of artistic expressions, including painting, sculpture, metalwork, architecture, installations, exhibitions, advertising, photography, film, and performance. By analyzing visual theories, semiotics, color theory, and aesthetics, students will gain insights into the intricate language of fashion as a cultural phenomenon. The course emphasizes how diverse media from traditional illustration and photography to modern digital platforms, shape and enhance the perception of fashion, ideas, and art.

Course Objectives and Goals

- Understand the fundamental concepts of visual culture and their application in fashion.
- Analyze how fashion uses visual media to convey identity, culture, and values.
- Apply visual theories, including semiotics, color theory, and aesthetics, in analyzing fashion imagery.
- Explore and interpret the role of traditional and digital media in fashion representation.
- Develop critical perspectives on how visual culture influences the perception of fashion within global and cultural contexts.

Evaluation of Performance

Your grade will be based upon your performance on exams, assignments, and participation.

Class Participation	10%
3 Group Projects	15%
3 Discussions	30%
Midterm Exam	25%
Portfolio and Peer Review	20%
Total	100%

Grades will be assigned as follows:

A	93% and above	B-	80 - 82%	D+	67 - 69%
A-	90 - 92%	C+	77 - 79%	D	63 - 66%
B+	87 - 89%	C	73 - 76%	D-	60 - 62%
B	83 - 86%	C-	70 - 72%	F	59% or below

Withdrawal Policy: Please see Elmira College Bulletin for information on this policy.

Academic Honesty: Please read the section on Academic Honesty in the [Code of Conduct](#). Briefly, academic dishonesty includes: cheating, fabrication, facilitating academic dishonesty, and plagiarism. Ask if you have any questions on whether something constitutes as academic dishonesty. All work must be original and new. Past assignments from current or other courses will not be accepted. Academic dishonesty will not be tolerated. It will result in zero on the assignment, and a report will be filed with the school. Continued practice will result in failure of the class. Institutional penalties may also apply with repeated acts of academic honesty.

Student Responsibility:

- It is your responsibility to keep track of assignments and due dates.
- You should ask questions concerning assignments and lectures, if you need any clarifications.
- If you are struggling in class, have concerns, and/or unsure about expectations, please stop by during office hours or make an appointment for another time.

Tentative Schedule of Topics

<u>Topic</u>	<u>Materials</u>	<u>Tasks & Evaluations</u>
Fashion and Identity: Communicating Status and Cultural Values	Chapter 1	
Historical Foundations of Fashion Representation	Chapter 2	
Fashion, Clothing, Communication and Culture	Chapter 3	Group Project 1
Fashion in Painting and Classical Art	Chapter 4	
Fashion in Sculpture and Metalwork	Chapter 5	
Architectural Influences on Fashion Aesthetics	Chapter 6	Discussion 1
Fashion in Installations and Exhibitions	Chapter 7	
Role of Advertising in Fashion's Visual Language	Chapter 8	Group Project 2
Photography in Fashion: Portraiture and Style	Chapter 9	
Fashion and Film: From Silver Screen to Avant-Garde	Chapter 10	
Illustration as Fashion Communication	Chapter 11	Midterm Exam
Digital Media and Fashion: Social Media, VR, and AR	Chapter 12	
Color Theory in Fashion: Conveying Emotion and Status	Chapter 13	Discussion 2
Semiotics and Fashion: Symbols, Icons, and Meanings	Chapter 14	
Aesthetics of Fashion: Beauty, Style, and the Sublime	Chapter 15	Group Project 3
Brand Identity and Visual Storytelling	Chapter 16	
Cross-Cultural Visual Perspectives in Fashion	Chapter 17	
Fashion and Subcultures: Visual Codes and Symbolism	Chapter 18	

Gender and Visual Representation in Fashion	Chapter 19	Discussion 3
Fashion Shows as Art Installations	Chapter 20	
Role of Graphic Design in Fashion Media	Chapter 21	
Fashion Magazines and Editorial Photography	Chapter 22	Portfolio and Peer Review