

FASHION JOURNALISM STUDIO

July 15th – 25th July

TIME	LESSON
TUESDAY July 15th	
9 - 10	Welcome NABA Staff
10 - 13	Is reading about fashion satisfactory? - Analysis of contents in international fashion magazines
14 - 16	To whom are we addressing our magazine?
WEDNESDAY July 16th	
10 - 13	Women are obliged to be beautiful (sexy), men can simply be handsome (winners): fashion is a vehicle to beauty but who decides what is to be "beautiful"?
14 - 16	Do we want a mag for both sexes?
THURSDAY July 17th	
10 - 13	The different languages in fashion
14 - 16	Analysis of men's and women's styles (a historical digression)
FRIDAY July 18th	
10 - 13	The link between definite/indefinite stability/instability - outside/inside - Definition of table of contents - Assignments to groups.
14 - 16	Continuation of morning program

TIME	LESSON
MONDAY July 21st	
10 - 13	How and who to interview - How to describe and communicate useful information
14 - 16	What do we look at? What do we see?
TUESDAY July 22nd	
10 - 13	Why and where is English used in Italian press and advertising and why
14 - 16	Continuing the observation and the writing
WEDNESDAY July 23rd	
10 - 13	Reading the articles proposed and visualizing the material collected.
14 - 16	Same
THURSDAY July 24th	
10 - 13	Last minute gathering, reading, planning layout
14 - 16	Remarks, difficulties. rewriting...
FRIDAY July 25th	
10 - 13	...putting it together
14 - 16	Final debate and presentation of magazine.