



# Syllabus Digital Fashion Communication: an introduction

AY 2019-2020 (updated 16.09.2019)

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## Instructors

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## Description

The course examines main opportunities offered by digital technologies for governments' action. The use of the Internet and other communication technologies in order to provide information and services to citizens, businesses, and other public organizations will be discussed, along with the implications for government efficiency, transparency, communication, service delivery, and engagement with citizens. It will also tackle how international organizations and NGOs could leverage on ICTs.

The course is organized in formal (ex-cathedra) lessons complemented by case studies and testimonials. The assessment will be undertaken in a form of collaborative group projects (30%) and a written exam (70%).

## Exam

2-hour written exam.

## Mandatory Readings

1. Cantoni L., Tardini S. (2006). Internet. Routledge, pp. 5-25
2. Kalbaska, N. & Cantoni, L. (2019). Digital Fashion Competences: market practices and needs. In R. Rinaldi & R. Bandinelli (eds). Business Models and ICT Technologies for the Fashion Supply Chain, Springer
3. Kalbaska, N., Sadaba, T., Cantoni, L. (2019). Editorial: Fashion communication: Between tradition and digital transformation. SComs - Studies in Communication Sciences pp. 269-285
4. Mele E., Cantoni L. (2017) Localization of Tourism Destinations' Websites: Theory and Practices. Innovative Perspectives on Tourism Discourse, M. Bielenia-Grajewska, E. Cortes de los Rios (eds.). IGI Global, 132 - 154
5. Rocamora, A. (2016) "Mediatization and Digital Media in the Field of Fashion". Fashion Theory: The Journal of Dress, Body and Culture.

**One of these following Papers**

6. Ornati M. (2019). Touching the Cloth: Haptics in Fashion Digital Communication. In: Kalbaska N., Sádaba T., Cominelli F., Cantoni L. (Eds.) Fashion Communication in the Digital Age. FACTUM 2019. Springer, Cham.
7. Permatasari, P. A. & Cantoni, L. (2019). Mapping Mobile Apps on Batik: A Journey across Heritage and Fashion. In Fashion Communication in the Digital Age. FACTUM 19 Fashion Communication Conference, Ascona, Switzerland, July 21-26, 2019. Springer, 166-178.

**Structure / calendar<sup>1</sup>**

Date	Subject	References
17.09.2019	Introduction to the course, fashion, communication	Slides
24.09.2019	Electronic text + Innovation/ Diffusion Theories	Slides Cantoni, L., Tardini, S. (2006). Internet. New York: Routledge (pp. 171-174).
01.10.2019	Digital transformation in the fashion sector (Carlo Terreni)	Slides
08.10.2019	Digital transformation in the fashion sector (presentations by groups)	Slides by groups Kalbaska, N., Janowski, T., Estevez, E., Cantoni, L. (2016) E-Government relationships framework in the tourism domain. A first map. In: Inversini, A., Schegg, R. (Eds). Information and Communication Technologies in Tourism 2016. Springer. New York: Springer, 73-87. Bilbao, Spain. January 2016  Rocamora, A. (2016) "Mediatization and Digital Media in the Field of Fashion". Fashion Theory: The Journal of Dress, Body and Culture.
15.10.2019	Workshop on haute couture vs. fast fashion websites (example)	Slides  Mele E., Cantoni L. (2017) Localization of Tourism Destinations' Websites: Theory and Practices. Innovative Perspectives on Tourism Discourse, M. Bielenia-Grajewska, E. Cortes de los Rios (eds.). IGI Global, 132 - 154
22.10.2019	Workshop on inventory representation in websites and mobile apps	
29.10.2019	Workshop on inventory representation in websites and mobile apps	Slides by groups
05.11.2019	Testimonials	Slides
12.11.2019	Newsletter	Slides

<sup>1</sup> Version 16.09.2019. It will be constantly updated.

19.11.2019	Localization in online communication	Slides  Mele E., Cantoni L. (2017) Localization of Tourism Destinations' Websites: Theory and Practices. Innovative Perspectives on Tourism Discourse, M. Bielenia-Grajewska, E. Cortes de los Rios (eds.). IGI Global, 132 – 154
26.11.2019	Workshop on localization	
03.12.2019	Workshop on localization	Slides by groups
10.12.2019	Intangible heritage + Haptic technologies (Permatasari and Ornati)  Fac-simil exam	Slides  Ornati M. (2019). Touching the Cloth: Haptics in Fashion Digital Communication. In: Kalbaska N., Sádaba T., Cominelli F., Cantoni L. (Eds.) Fashion Communication in the Digital Age. FACTUM 2019. Springer, Cham.  Permatasari, P. A. & Cantoni, L. (2019). Mapping Mobile Apps on Batik: A Journey across Heritage and Fashion. In Fashion Communication in the Digital Age. FACTUM 19 Fashion Communication Conference, Ascona, Switzerland, July 21-26, 2019. Springer, 166-178.
17.12.2019	Class taken by OCD course for projects' presentations	