

Faculty of Architecture
Department of Arts
Professional area: Visual Arts
Specialty: Fashion Design
Educational and qualification degree: Bachelor

LECTURE COURSE DESCRIPTION

- 1. Course unit title:** Communication in fashion
- 2. Course unit code:** FAR1257
- 3. Type of the course unit:** elective
- 4. Level:** Bachelor
- 5. Year of study when the component is delivered:** fourth
- 6. Semester:** seventh
- 7. Number of ECTS credits allocated:** 6
- 8. Name of lecturer(s):** Assoc. Prof. Georgi Kalaglarski, PhD, Asst. Prof. Albena Sveshtarova
- 9. Learning outcomes:** To prepare the students with the main theoretical themes and to create habits and skills in the field of public communication - business protocol and diplomatic protocol, verbal and nonverbal communication, skills for public messages.
- 10. Mode of delivery:** face-to-face
- 11. Prerequisites and co-requisites:** knowledge in the field of advertising and fashion
- 12. Course content:** The course aims to present the theory of public communication. At the same time to create concrete practical skills for applying the theory. One of the main goals is for students to master the basic principles of communication in the public domain. During the lectures and practical activities, an individual style of communication should be developed to conform to modern European standards.
- 13. Recommended or required reading and other learning resources/tools:**

„Public Communication“ - Georgi Kalaglarski, 2008 . - „Public Communication“ - Albena Sveshtarova, 2007 . - „Public Communication“ - Albena Sveshtarova, 2010 . - „Public Communication“ - Albena Sveshtarova, 2010 . - „Public Communication“ - Albena Sveshtarova, 2008 . - „Public Communication“ - Albena Sveshtarova, 2009 .
- 14. Planned learning activities and teaching methods:** lectures, seminars, course project, out-of-class workload, contact hours
- 15. Assessment methods and criteria:** The exam is written and is held at the end of the semester. The students present one course project, according to the content of the course. The exam forms 50% of the mark, and the remaining 50% is formed by the assessment of the course project.
- 16. Language of instruction:** Bulgarian