

**The University of Western Ontario  
Department of Visual Arts (Winter Term 2016-17)**

**VAH 4477G 001**

**The Art of the Look: Fashion and Design on Television**

**Weekly meetings: Wednesdays 11:30 am – 2:20 pm. in VAC249**

*Professor: Bridget Elliott*

*Office: International & Graduate Affairs Building 0N20L/M*

*E-Mail: [belliot@uwo.ca](mailto:belliot@uwo.ca)*

*Office hour: Wednesdays 3:00 – 4:00 or by appointment*

**Course Objectives**

Over the past two decades, many cultural critics have suggested television is entering a new golden age, fueled by innovative forms of production and distribution that have generated an unprecedented number of internationally acclaimed programs. Along with better funding and wider audiences, there has also been an increasing emphasis on “the art of the look” as individual programs have established their own distinctive style for the opening credits, transitions, framing, lighting, setting and fashions. The creation and consumption of this television styling is the focus of this course. Its content will be driven by the topics seminar participants select. In consultation with the professor, each student will choose one television program to work on throughout the semester. The program should be particularly groundbreaking in terms of its visual branding and easily accessible so rest of the class can watch episodes of it and read critical material about it. Once we have selected our case studies, we will set up a schedule readings and seminar presentations for the rest of the term.

**Learning Outcomes**

- Students who are committed to the course will develop critical reading, writing and visual skills and gain a basic understanding of twenty-first century design for television.

**Required Readings:**

- pdf readings on course website: <https://owl.uwo.ca/portal/site/owldocs>

**Course Requirements**

10%	Weekly attendance and participation
10%	Short Oral Presentation: on January 25, 2017
30%	Assignment 1: due February 1, 2017
20%	Seminar Presentation (Feb. 8 – March 28) individual dates tbc
30%	Term Paper due April 5