



istitutomarangoni



**SHORT COURSES
FASHION IMAGE
& BUSINESS**

Version 01

Brief Descriptive Summary

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills which are subject specific, and relevant to the international fashion industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Fashion Styling, Creative Direction and Fashion Business and Communication.

1. Certification Attained

Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims

Educational Aims

- to develop flexible approaches to programme delivery and student support, which reflect the needs and expectations of our learners;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual abilities, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
- to establish a culture of constant improvement in learning, teaching and assessment that is anticipatory, enabling, supportive, rewarding and fully aligned with the Institutions vision and strategic objectives;
- to provide a learning experience that is informed by research, scholarship, reflective practice and engagement with fashion and design industry and the professions.

3. Course Learning Outcomes

On successful completion of the Fashion Image & Business short course, students will be able to:

- understand the contemporary fashion system with its important business practices;
- analyse creative imaginary of contemporary fashion and art;
- elaborate a complete marketing and distribution plan for a fashion brand;
- produce diverse contemporary fashion images illustrating a fashion brand;
- understand and put History of Fashion and Luxury into a contemporary context.

4. Teaching/Learning and Assessment Strategy

Curriculum:

This dynamic short course focuses on image and the development of style in fashion together with key business practices that work hand in hand to drive the success luxury brands. By understanding both the role and influence of the fashion stylist within a business environment, participants gain a unique insight into the real influence and 'power' of image within the fashion industry. Participants learn how to evaluate, enhance and complement physical characteristics to develop an individual style and put together of a 'total look'. Taking forward their own styling ideas they are introduced to the business of 'style'; fashion brand identity, brand image and collection positioning, competitor analysis, and merchandising are just some of the issues addressed.

Week 1

The first week begins with an overview of economic and social trends. Understanding economic and social evolution and how this influences fashion consumption is an important part of this course. Participants study and explore key periods in history that represent past and present styles, future fashion trends and the elements that characterize and influence them. Furthermore, in order to understand the role of the stylist participants will be guided in sourcing and collating information from research tools such as books and fashion magazines and through specific virtual domains relevant to fashion and luxury.

Week 2

This week begins with an overview of the fashion & luxury industries including for example: textiles, clothing, accessories, cosmetics, eyewear and jewellery. Participants take a look at critical factors defining the success of some leading Italian and international brands as well as brand image. At this point in the course participants also begin to bring together their research from the previous week to define a particular individual style as well as conducting iconographic research, and understanding key notions in photo shoot planning and narrative.

Week 3

In the last week participants look at key practices in the marketing and communication of image and style, as well as key components in distribution, product lifecycle, and price points. They evaluate the impact of style on consumer activity, merchandising and sales, both offline and online, and apply their knowledge to develop a basic illustrated marketing plan. Participants are also able to bring together their style research (the importance of colour, silhouette, accessories and their combination) and present an individual style concept linked to their marketing proposal, collating their work for presentation in an individual stylebook.

Assessment

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects > allow students to apply their theoretical understanding of a specific subject area.

Written Reports > are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations > are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structure

Subjects

Basic Principles of Fashion Business

Fashion Panorama and Styling

Contemporary Fashion Communication

Digital Campaign and Promotion Strategies

Digital Editing of Imaginary

Trend Forecasting

6. Personal Development Planning

PDP/Individual Development Tutorial

The Director of Education and the Academic Service support the personal development of students. One-to-one appointments may be made by phone, through the receptionists or by email. Students can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities

The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.

The Tutors' responsibilities include:

1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting students;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to students;
5. recommendation of the appropriate level of resource required for the short course;
6. maintaining the quality of educational standards.

8. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience, in a pedagogic, practical and pastoral way:

- a. programme handbooks provide relevant information to students;
- b. the use of the Library, online resources (where available), and the centre facilities help students to reach the skills and knowledge expected on the course;
- c. Tutors and the Director of Education guide students to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for students for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

- finding their way around;
- managing their time;
- dealing with stress;
- exam tips;
- getting the best from their course;
- understanding and applying the School's rules;
- anything else the officers can advise on.

One-to-one appointments may be made by phone, through the receptionists or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Student Feedback

Student feedback is essential to programme development and student comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers student opinion in a variety of ways, which may include the the following:

- Informal contact with the Tutor, through appointments with academic staff;
- Issues will be taken to Programme Reflective Meetings and added to the Annual Academic Monitoring Report;
- Formal Student Representation;
- Final Questionnaire (at the end of a study cycle);
- NPS (Net Promoter Score) Questionnaire (at the end of each academic year).

It would be desirable that students provide details of their identity when giving constructive feedback on the course and teaching methods. There might be occasions when that is not appropriate and Istituto Marangoni recognises such exceptions. In these instances, the programme teams and central support services will ensure that anonymity and confidentiality are respected.