istitutomarangoni

**SHORT COURSES
ART IN FASHION**

Online Option

General Introduction
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 and art industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Contemporary Art and Fashion System, Art and Fashion Curation, Managing and Promotion of Art and Fashion Events.

General Information

1. Certification Attained
Istituto Marangoni Certificate

Course Information

2. Short Course: Level / Category
• Undergraduate level course
• Online Option (4 weeks online)

3. Short Course Description
This dynamic short course explores the influence and impact of art on fashion and luxury and proposes a journey through the essential concepts involved in curatorial practice, management and promotion to improve collaborations and interdisciplinary projects between these two systems. Participants will gain a real understanding of the influence and "power" that art has always exercised on style and the way we dress. Designers have, in fact, consistently fed their imagination with stimuli from art. Meanwhile, it is also true that today the fashion industry is the most important supporter and promoter of contemporary art. Participants will question both worlds - art and fashion - in order to evaluate, improve and integrate the intrinsic characteristics of fashion design, fashion image and style, and encourage further dialogue with art and the various arts, in the fast paced, ever creative fashion industry.

Online programmes focus on the digital application of art and fashion, and their use, and impact, worldwide. With a specific attention to online and virtual creative projects, the course encourages the development of an unprecedented fusion and interaction between art, fashion and luxury brands on the web platform. Online seminars with professionals representing the art and fashion industries further enhance the online learning experience, and assist participants in focusing on the main concepts of digital event management and curation, for their own individual product or project.

Course Duration
4 weeks online I 30 lessons

Key Topics
• Contemporary Art
• The Fashion System
• Curatorial Practice
• Event Management
• Marketing for the Arts

Week by Week Description

Week 1 - Identity
To investigate the complex relationship between art and fashion requires an awareness of the identity and particularities of both disciplines. Historically art and fashion forged their own distinguished sectors; one proposing the illusion of something eternal and imperishable, while the other in pursuit of the future, through clothes and luxury objects that only a few could afford. Understanding this difference is the first step in analysing the history of this exciting relationship. Online seminars with guests or industry professionals are also including during the 4-week course.

Week 2 - Symbiosis/ Connection art and fashion
Starting from the Renaissance up to the present day, participants will examine the most significant periods in history to focus on captivating examples of collaboration between designers and artists.

Week 3 - Curating Art and Fashion on the web
The third week looks at the current relationship between the art and fashion systems and how it is promoted and supported online. There are countless examples in which artists, actors and celebrities have been involved in innovative projects for the web. Online archives and magazines, blogs and social media, fashion and art influences are disseminating a new vocabulary and a wider range of possibilities for this interdisciplinary dialogue. Participants will be shown how their influence and power works on marketing, and promoting, art and fashion.

Week 4 - The future of art and fashion on the web
The last week of the course takes a look at the future of art and fashion through the lens of the unlimited potential offered by the web. Online and virtual projects demolish disciplinary boundaries and industries conventions easily. They can move where other projects can't, leading people in a new and uncharted territory in which expand the horizon of the contamination between art and fashion. The week will conclude with a presentation of a basic project proposal for online media channels.

Subjects
Contemporary Art
Art and Brands
Curating Art and Fashion
Style Analysis
Marketing for the Arts
Event Management

4. Learning Activities
Online Short Courses are taught via:
• Online Workshops / Seminars
• Online lessons
• One to one reviews
• Online Case studies

5. Outcomes
Upon completion of this short course, participants will be equipped with the knowledge and skills to produce:
A basic proposal for an online creative project (web page, online archive, social media campaign).
The project will be supported by a creative Mood Board and written concept.
At the end of the course participants will be asked to give a short oral and visual presentation, of their final outcomes, justifying their decisions and appraising the elements, market and trends identified as specific to the project, for final feedback and review.

6. Course Materials
• Personal Laptop
• Adobe Creative Suite (temporary license provided by the School)

7. Student Support Strategy
Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:
a. The use of online resources (where available), to reach the skills and knowledge expected on the course;
b. Tutors guide students during their studies.

Student & Academic Services
Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.
The Student Support Officers help students in:
- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online programmes;
- anything else the officers can advise on.

8. Student Feedback
Student feedback is essential for future course development and improvement.
Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.
Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.