



**istitutomarangoni**



**SHORT COURSES  
FASHION IMAGE & STYLING**

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 industry, Istituto Marangoni short courses prepare students in the principles of subjects such as Product Design.

**General Information****1. Certification Attained**

Istituto Marangoni Certificate

**Course Information****2. Short Course: Level / Category**

- Undergraduate level course
- Online Option (3 weeks online)

**3. Short Course Description**

This dynamic online short course focuses on the analysis of image and the development of style. From the definition of initial moods and inspirations to the importance of accessories, participants will evaluate aspects related to traits of the body and learn how to enhance and complement physical characteristics. They will work on the development of an individual style through the construction of a Digital Flipbook Magazine.

**Course Duration**

3 weeks online | 75 hours

**Key Topics**

- Fashion Styling and Creative Direction
- Style Analysis
- Contemporary Fashion
- Trend Movements
- Mood Boards

**Week by Week Description****Week 1**

Style overview: participants study and explore key periods in history that represent past, present styles, future fashion trends and the elements that characterize and influence them.

**Week 2**

Personal identity: In order to fully 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, as well as conducting iconographic research. Participants will gain an understanding of the fundamental elements used to dictate a style (i.e. the importance of colour, silhouette, accessories and their combination) and key notions in photo shoot planning and narrative.

**Week 3**

Style definition: Participants will bring together their experience and work undertaken during the previous weeks to define, develop and present a particular style, collating and editing their work for presentation and review in an individual stylist portfolio and Digital Flipbook Magazine.

**Subjects**

Fashion Styling Project

Trend Movements

Digital Design

Style Analysis

Iconic Fashion Stylists

**Seminars**

Celebrity Styling In India

Trend Setter

Brand Project

Body Types

Public Relations

**4. Learning Activities**

Short Courses are taught via:

- Online Workshops
- Online Seminars
- Online Lessons

**5. Final Course Outcomes**

Upon completion of this short course, you will be equipped with the knowledge and skills to produce:

1. a Research Book of Style (A4 research book or digital file system) demonstrating an interpretation of a fashion trend, through experimentation with images of make up, hair styling, garments, model sheet (includes mock measurements and body type analysis), location, accessories, set design and art direction. Magazine choice: Tonal Magazine and Dazed magazine (online version available) + Trend setter choice + Fashion show: S/S 2020
2. 2 Mood Boards representing 2 Styling ideas. A clear Styling and style proposal needs to be made in each proposal. Each Mood Board needs to be supported by a 300 Word Written concept. The student is required to give an oral and visual presentation, of their final outcomes, justifying their decisions and appraising the elements, market and trends identified as specific to the chosen magazine. Magazine Choice: I-D magazine and Plastik Magazine (online version available) + Era or Decade of choice: Romanticism, Baroque, Victorian, 1920s, 1950s, 1970s, 1990s + Product choice + Brand
3. a Digital Flipbook Magazine including 2 Mood Boards 2 Styling ideas, an essay, a Trend Board and a gif animation.

**6. Course Materials**

Any materials students will be required to have with them:

- Personal Laptop
- Adobe Suite Software (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.