



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 Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Visual and Multimedia Design, Interior Design, Product Design, Art History and Art Curation.

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 short online course focuses on the exciting development of style and the analysis of image in fashion and luxury. Participants will gain knowledge of different styles defined from the past, right up to their present interpretation, and new style trends. They will evaluate aspects related to traits of the body and learn how stylists enhance and complement physical characteristics. They will be shown some of the key 'tools of the trade' that top stylists use for fashion publications, editorials and shoots, and understand how style affects brands, image, and sales. Over the 4 weeks participants will work on the development of an individual style through the construction of a 'total look' that will be developed through digital moodboards and online creative research. The online course focuses digital tools for styling work, as well as basic image retouching and editing tools.

Course Duration

4 weeks online | 30 lessons

Keywords

- Styles
- History
- Trends
- Interpretation
- Image
- Body shape
- Research
- Moodboard
- Total look
- Photo-shooting
- Editorial
- Colour Theory

Seminars

- Personal Shopping
- Hair and Makeup
- Celebrity Styling

Week by Week Description

Week 1

The course begins with an analysis of the role of the Fashion Stylist in an editorial and commercial environment. Participants will understand their main skills and be able to appreciate the many profile variants of styling for a brand, a company, or in personal styling projects. They will also investigate what makes the 'base' of the 'female wardrobe', and learn how to style using day-to-day objects, as well as more innovative tools for inspiration.

Week 2

In week 2 participants will study and explore key periods in history that represent past and present styles, and the elements that characterise and influence them. With an appreciation of style, past and present, they will move onto discover the influence style has on the consumer, and also, on fashion and lifestyle.

At this point in the course participants will also begin to investigate the development of fashion trends and learn how to recognise them; what is trending today?

Week 3

At this point in the course participants are shown how to conduct creative research, and learn how to source and collate information using key online research tools. They will then organise images and research to create digital moodboards that represent and 'narrate' their style ideas, and create outfits with digital 'looks'. They will also be shown the fundamental elements used to create, and edit an image online.

Week 4

In the final week participants will evaluate the different types of human faces and body types and will be shown some of the key skills and techniques used to enhance particular physical features such as hairstyling and make-up. They will be introduced to the key stages of coordinating a fashion shoot, and understand the many different steps.

They will bring together their work undertaken during the previous weeks to define, develop and present digital images, collating and editing their work in an individual mini- digital portfolio or basic style-book, to present to the tutors, and receive feedback on their work and progress during the course.

Subjects

Fashion Image

Style Research

Personal Styling

Graphic Design

Photo-Shoot Planning

Portfolio

4. Learning Activities

Online Short Courses are taught via:

- Online Lessons
- Online Seminars
- Online Practical Exercises
- Online Workshops

5. Outcomes

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

Create a basic mini-digital portfolio or visual stylebook containing the project for a fashion editorial shooting and the result of a self-styling session.

Specifically, participants will be able to:

- recognize some of the key fashion styles in combining historical and contemporary images and trends;
- understand different types of physical attributes (shapes, faces, physiognomy) and their impact on image and style;
- construct an iconographical digital research collating information from online research tools;
- produce a digital moodboard to illustrate creative thinking;
- describe some of the key notions in photo shoot planning and narrative;
- understand and apply basic retouching and editing skills to an image.

6. Course Materials

- Personal Laptop
- Adobe Creative Suite (temporary license provided by the School)
- WGSN access (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.