



istitutomarangoni



SHORT COURSES
STYLE YOURSELF: MY FASHION PROFILE

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 - Course for Teenagers
- Online Option (3 weeks online)

3. Short Course Description

Restyle yourself: create and develop your very own personal fashion style!

Develop an image and become someone new, imagine new styles for personalities and the stars, or simply for friends and classmates. This online course introduces participants to the exciting world of styling and personal image for posting, sharing, and blogs, or for those who simply wish to discover or 'affirm' their own individual look.

They will discover some of the more practical elements of fashion styling for example; working on the development of an individual look or profile, the study of wardrobe basics, personal styling, cool-hunting, trend spotting and new trend research to name just a few.

Via a mix of online lessons, and practical e-workshops the course focuses on digital and social media platforms, devices and techniques used in fashion blogging, to craft a positive message and successfully promote image. An introduction to key notions in Photoshop and InDesign are fundamental for the appropriate digital representation of creative style research, and new proposals.

This course is specifically crafted for teenagers interested in learning about image and creative styling techniques, from the very basics in personal styling, through to some of the more interesting and complex elements to understand the power and influence of styling in fashion, luxury and creative industries.

At the end of the course participants are able to explain and understand the key processes related to individual style development, and have the opportunity to create and reinforce their own image, or style proposals, presented in an individual stylebook.

Course Duration

3 weeks online

Key Topics

- Development of an individual look or profile
- Learning about wardrobe basics, personal styling
- Cool-hunting, trend spotting and new trends
- Understanding the power and influence of styling
- An introduction to Photoshop and InDesign

Week by Week Description

Week 1

Working from key notions in styling encourages participants to take a personal journey into their own style with the development of an individual look or profile. Learning about wardrobe basics, personal styling, spotting street style and new trends are just some of the skills participants will enjoy on this first week.

They will be introduced to basic Photoshop and InDesign skills as the basis for successful styling projects and will also discover what goes on behind the camera in fashion editorials and celebrity styling projects, as well as understanding the power and influence that styling has in all areas of our lives, including music, film and TV to name just a few.

Week 2

During the second week participants become familiar with various social media platforms and the digital communication strategies for the most significant and influential fashion and luxury brands. Participants will also be introduced to the key notions of fashion blogging in order to understand its interaction in fashion communication. During the week participants will also concentrate on cool-hunting and will become familiar with trends in order to define their own style.

Week 3

The third week will be dedicated to building a basic fashion blogging toolkit including digital visual skills. Participants will receive an introduction to content and work actively on case histories and applications with a focus on platforms, devices and techniques used in fashion blogging to craft a positive message. Over the course of the 3 weeks participants will be able to question and develop their own style, understand the basics of social media fashion blogging, and how they can promote themselves online through developing their own style and communication skills.

Subjects

Fashion Styling & my Life

My Identity

Social Media/Fashion Blogging

Visual Communication

Fashion & Style in Image

4. Learning Activities

Online Short Courses are taught via:

- Online lessons
- Online Workshops / Seminars
- Online Practical Exercises

5. Outcomes

Upon completion of this short course, participants will be equipped with the knowledge and skills to question and develop their own style, as well as gaining a basic knowledge of Photoshop and InDesign skills, and an understanding of how to set up a fashion blog and promote their personal looks through social media successfully - an individual and fun journey into style.

6. Course materials

Materials students will be required to bring/have with them:

- Personal Laptop
- Adobe Creative Suite (temporary licence 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.