



**istitutomarangoni**



**SHORT COURSES  
FASHION STYLING AND INDUSTRY  
PORTFOLIO DEVELOPMENT**

Online Option



**General Introduction**

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian fashion and design scenario. Through an exciting curriculum aimed to develop practical, creative, business and management skills which are subject specific, and relevant to the international fashion, design or art industries, 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 Management and Art Curation.

**1. Certification Attained**

Istituto Marangoni Certificate

**Course Information****2. General info:**

- Duration: 6 Weeks (3 days per week)
- Total Hours: 45
- Course Delivery mode: full online
- Lesson Duration: 2h30

**3. Short Course Description****Brief description paragraph:**

This short course introduces the participants to some of the key contemporary factors needed to update, expand and align your existing portfolio according to the latest trends in fashion styling and visual communication.

With a specific industry based methodology and focus on idea development, visual research, production skills, trend validation and unique presentation skills, you will be able to critically self direct and improve your motivations and vision, while practically sky rocketing your aesthetic and style.

Through seminars and workshops tutors will share their own experience of the Industry, providing invaluable knowledge in terms of skills and tools/hacks.

Specific attention is given to the fashion publishing market (magazines), the roles of fashion editors and creative directors and their own team and network, key stylists and photographers and how to identify runway trends and use them to validate your creative ideas. As a practical task students will produce a fashion story pitched at a magazine of their choice.

**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.

**Course Learning Outcomes**

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

- Apply a self critical approach to your work and learn how to generate contemporary visual outcomes based on the combination between creativity and fashion trends.
- Learn the connection between research and production.
- Learn how to build a successful network as a fashion stylist.
- Learn where's the benchmark of the contemporary content production industry and how to practically reach it.
- Generate one creative outcome (editorial) capable to move your portfolio ahead.

#### 4. Course Structure

##### Week by Week Description

###### Week 1

Students will benefit from a thorough review of their portfolios from an industry's perspective based on current trends and requirements. Students will be introduced to the project of producing a fashion story pitched to a magazine of their choice. This will be a critical process and self-reflection about their work, where it sits in the industry and how to position it better.

###### Week 2

Students will be introduced to creative techniques on concept development.

Practical research tools will be provided and visual research methodologies explained in depth, covering the process from first concept development to atmospheric and technical moodboards.

In addition to the above, the rationale of how a single shot fits into an overall portfolio will be analyzed, with specific attention to the difference between commissioned and self-generated projects.

###### Week 3

The participants' editorial concepts/magazine pitches will be reviewed and the focus shifted on Trend Analysis, Forecasting and still image Production, highlighting the methodology at the root of the Course: Research and Production validated by Seasonal Trends.

Case studies in support will be provided and explained.

###### Week 4

The networking aspects of the styling job will be widely explained, as a necessary toolbox to provide the final outcomes with a coherent and contemporary industry benchmark.

Shooting teams, garments outsourcing professionals and potential clients to pitch/propose students' work will be analyzed in depth.

Support and feedback will be given while students plan independently the proposed shoot.

Case studies in support will be provided and explained.

###### Week 5

All practical aspects involved in the production of a photoshoot will be analyzed and explained in depth. Specific focus, feedback and support will be provided while students realize independently their own shoot.

Case studies in support will be analyzed and explained.

###### Week 6

Layout techniques will be analyzed, illustrating how graphic design works in sync with the final images to make the final outcome outstanding.

Specific focus will be given to the shoots realized by the students, including practical advice on how to pitch them properly to the chosen magazine in a real life scenario.

A final group presentation will allow students to share the acquired knowledge and critically self-assess the quality of their work and final outcome: identifying solid results and eventual further areas of improvement.

##### Themes covered

Trend movements

Style Analysis

Portfolio studio

Creative direction

Photography

Personal branding and networking

##### Seminars (if relevant or available for the specific course)

- London Photography

### 5. Learning Activities

Short Courses are taught via:

- Online Frontal lessons
- Online Workshops / Seminars (where relevant to specific course)

### 6. Course materials

Students will be required to have with them:

- Personal Pc/Laptop/Tablet to attend online classes
- Portfolio

### 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:

- manage their time;
- get the best from their course;
- understand and applying the School's rules for online lessons;
- 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.