

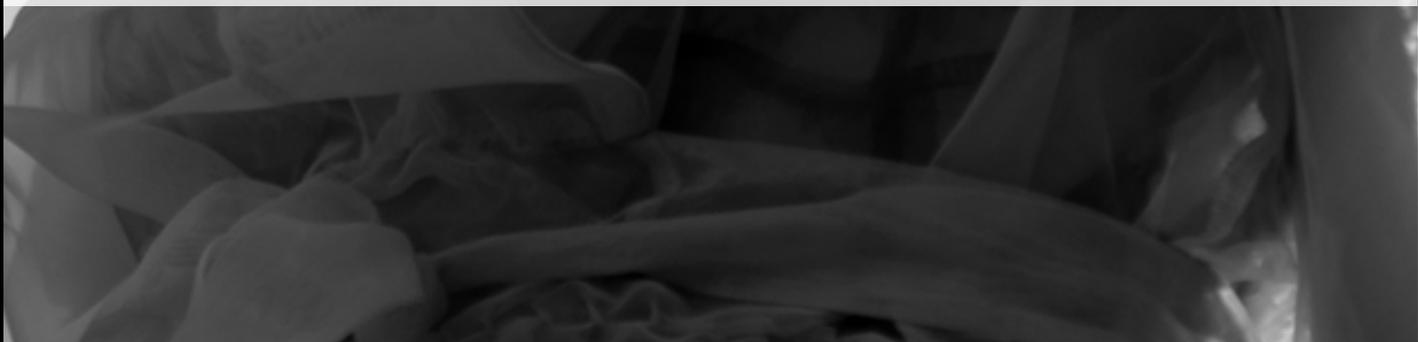


istitutomarangoni



**SHORT COURSES
FASHION LUXURY STORYTELLING
IN THE DIGITAL AGE**

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**

This short course provides an introduction to the fundamentals of storytelling through digital and futuristic methods equipping participants with innovative and creative tools to develop framework and strategies for the interaction between luxury fashion brands and media. Multi-platforms communication channels & technologies promoting luxury brands narratives, know-how and codes are discovered as digital PR, Fashion films & photography, creative event planning and more while highlighting the luxury experience and online consumer engagement shift.

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:

- LO1. Design original solutions for luxury fashion brands, experimenting a comprehensive understanding of strategic attributes in terms of digital communication strategies.
- LO2. Experiment with multi-layered communication channels, demonstrating comprehensive understanding of fashion PR strategies.
- LO3. Defend multi-disciplinary approach to creative direction in fashion branding that engages creative vision with innovative and commercial business thinking, communicating conclusions clearly to targeted audiences.

4. Course Structure

Week by Week description

Week 1

This week is dedicated to the understanding of modern fashion creative communication with a luxury brand positioning. It is then completed with digital technologies and event planning strategies. Students develop a PR Event project along with an innovative strategy for digital communications.

Week 2

This week focuses on the use of Communications tools, films and photography creative direction to develop storytelling and consumers visibility on digital media, enhancing savoir-faire and luxury heritage. Students also learn how to target the correct audience for their promotional strategy.

Week 3

Moving towards future scenarios for the fashion industry, this week presents innovative communications, as well as introducing students to the promotion of heritage and Haute Couture through digital technologies. This week also focuses on brand narratives through digital and writing content creation.

Week 4

Students progress in their PR Event project from a consumer's perspective in photo/video laboratories. Moreover, the fourth week introduces students to the business challenge behind social media. Students have to opportunity to take part in a Visual Communications workshop to support their creative projects.

Week 5

In this week, students improve their creativity through digital marketing and artistic direction. Seminars from professionals of the industry complete the participants' knowledge. Students also benefit from an intensive workshop on use of new tools to create innovative communications material.

Week 6

In the final week of the course, students are guided into the completion of their individual innovative communication and Event Planning digital portfolio. After a final presentation, they receive a feedback from tutors.

Subjects

Digital Communications & Event Planning

Haute Couture & Luxury in the Digital Age

Visual Communication

Video Storytelling for Social Media

Creative Direction

Seminars (if relevant or available for the specific course)

- Ksenija Mjasnikova (Data Manager) – Digital Fashion
- Chloe Fortunato (Creative Director) – Creative Social Media Event Planning
- Samar Seraqui Butaffuco (influencer and brand owner) – Social Media Promotion

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

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.