



**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 (3 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. 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.

**Keywords**

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

## 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. 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.

### Week 2

Personal identity: participants evaluate the different types of human faces and bodies and are introduced to the skills and techniques used to enhance particular physical features such as hairstyling and make-up. They 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 ready for a photo shoot, collating and editing their work for presentation and review in an individual stylist portfolio or style book.

#### Course Themes

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 One to one revisions
- 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 (license provided by the School)
- WGSN access (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.