

NABA

**NUOVA ACCADEMIA
DI BELLE ARTI**

SUMMER COURSES

Fashion Image & Styling I

1st SESSION:

June 29th – July 9th 2021

3rd SESSION:

July 27th – August 6th 2021

FASHION IMAGE & STYLING I

School: Nuova Accademia di Belle Arti Milano (NABA)

Address: Via Darwin 20, 20143 Milan, Italy

E-mail: summer@naba.it

Course Structure: 45 hours – 9 lesson days

ECTS: 3 ECTS credits*

*ECTS credits only awarded to university students or participants who are completing or have completed a university or academic study path

TITLE – AREA

Fashion Image & Styling I

COURSE TEACHER

Alessia Covri

COURSE DESCRIPTION

Students will develop an understanding and gain experience in style-hunting and image styling as the foundations of fashion and project-development approach. They will be given an overview of the Italian Fashion System, and they will be inspired to develop their ideas and their potential to the fullest.

Participants will learn how to innovatively apply trend skills to interpret personality, lifestyle and needs of the audience, creating looks for a fashion magazine, and proposing new fashion images through clothing, accessories, photos and location combos.

COURSE OBJECTIVES

The objective of the Course is to train professionals in the fashion industry who are able to take part in the creative process, the value proposition and the promotion of a brand or a fashion product and its defining style and aesthetic. It aims to develop the professional skills of the stylist, who creates Fashion Magazine contents and supports a brand in all things related to its image.

ADMISSION REQUIREMENTS

This course is intended for students without any academic background in the specific subject area and for students attending their first year of university studies in Art and Design.

OUTPUT

At the end of the course students will have learnt to create a concept look for an editorial fashion shooting combining clothing, accessories, make-up, and location.

Presentation of a photographic fashion magazine shooting or photographic fashion shooting for a fashion blog.

LIST OF MATERIALS AND TOOLS to be brought by students

- Laptop (if possible with illustrator and Photoshop installed)
- USB Key

- Digital Camera or mobile phone with a good camera
- Fashion Magazines (optional)

ATTENDANCE POLICY

Class attendance is required for successful completion of the course. Attendance will be taken every class period. Students should attend every lesson, and try to be in class at least 10 minutes before the beginning of class. On the last day of classes, instructors will issue a **Certificate of successful attendance only to all students who completed at least 80% of the course.**

COURSE POLICY

The Faculty of NABA takes Academic integrity seriously. Instances of academic dishonesty such as plagiarism won't be tolerated.

Mobile phones will be kept switched off all the time during class. Use of laptop during classes for personal purposes is forbidden.

TEACHING METHODS

Students are encouraged to interact continuously in class, to work hard and helped to develop their ideas to the full, instilling a sense of purpose. Throughout the lessons students will be kept focused toward their goal, which is the final presentation, and excited by what they are doing.

Learning by doing: a mix of theoretical lessons, field trips and practical workshops.

TEACHER'S SHORT BIO

Alessia Covri

Alessia Covri is a professional within the fashion industry, specialized in marketing, communication and styling. She previously worked in advertising agencies and for Corneliani, a leading male fashion company positioned in the high/luxury segment. For many years she has been collaborating with Mattori Srl, Studio of Fashion and Design, based in Milan that works with Clients such as The Italian Fashion Chamber, The Italian Shoemakers Association, La Rinascente and Lineapelle. Since 2010, she has been working as a Fashion Marketing Professor for Italian Fashion Chamber and for Wella Workshops and as a Fashion Styling Professor for NABA BA, Semesters Abroad and Summer Courses in English. Since 2012 she has been teaching Fashion Styling in Italian for the Short Programs Department. In 2016 she started to work as a "Fashion Product Analysis" Professor. She's also partner in Ghost Studio, a Communication Agency specialized in Social Media Strategy and Image Contents, like photo shooting and video productions.

Grading

Total number of ECTS assigned for the successful completion of the course: **3 ECTS**

Grading Weights		Grading Scale
1. Attendance	30 %	Excellent = 90-100
2. Participation and Creative Process	40 %	Good = 80-89
3. Final work / Final presentation	30 %	Average = 70-79
		Below Average = 60-69
TOTAL	100 %	Poor = 59 or below

	Excellent 90 -100%	Good 80 – 89%	Average 70 – 79%	Below Average 60 – 69%	Poor Below 60%
Attendance (30%)	On time, perfect attendance	Seldom late: attended between 95% and 90 % of the course	Occasionally late: attended between 90 % and 85 % of the course	Occasionally late: attended between 85% and 80% of the course	Frequently late, attended less than 80% of the course: FAILED
Participation and Creative Process (40 %)	Demonstrates strong understanding of the topic & thorough, creative research	Shows good grasp of the topic & good research	Exhibits average comprehension of the topic & average research	Shows some awareness of the topic & below average awareness of research	Has shallow insight into the topic & poor grasp of research
Original Project (Final work/ Final presentation) (30%)	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits exceptional analysis of concepts & production of original proposal	Exhibits average analysis of concepts & production of original proposal	Exhibits below average analysis of concepts & production of original proposal	Exhibits poor analysis of concepts & production of original proposal

Course Schedule*

1ST WEEK

Day	Time	Professor	h	Lesson-subject
Day 1 Tuesday				Welcome and Registration Course Kick-off. Introduction to Italian Fashion System: roles and terms. Description of the main project concept
				On ground research
Day 2 Wednesday				What's about the role of a Stylist? Points of interest for a Stylist in Milan
				Details of the project + Work in progress in class
Day 3 Thursday				Image reading practice: developing a professional fashion
				Project work in progress
Day 4 Friday				The importance of the street style trends.
				Street style and trends: practice. Shooting suggestions

2ND WEEK

Day	Time	Professor	h	Lesson-subject
Day 5 Monday				Project review. Concept presentation and Styling choices selection
				Project Review. Concept Presentation + Shooting days schedule
Day 6 Tuesday				Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models
				Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models
Day 7 Wednesday				Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models
				Fashion Shooting in Studio or outside locations, with photographer, make-up artist and models
Day 8 Thursday				Editing of the photo-shooting with a Post production expert
				Editing of the photo-shooting with a Post production expert
Day 9 Friday				Last coordination for the presentation.

				Final Presentation
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*The school reserves the right to:

- amend or cancel courses, change course location or substitute course leaders, professors, guests, visits location.
- make any changes that in our absolute discretion we consider necessary or appropriate for reasons of operational efficiency or due to any other circumstances that are beyond our control.