



SHORT COURSE FASHION IMAGE & STYLING

MILÃO

13 a 31 de janeiro 2025
inglês



FASHION IMAGE & STYLING

Este dinâmico curso curto foca na análise da imagem e no desenvolvimento de estilo. Desde a definição de estados de espírito na moda até a importância dos acessórios, os participantes avaliarão aspectos relacionados às características do corpo e aprenderão a realçar e complementar essas características físicas. Eles trabalharão no desenvolvimento de um estilo individual através da criação de um 'look total' e o capturarão em um ensaio fotográfico, utilizando uma abordagem de aprendizado prático.

1ª semana Visão geral do estilo: os participantes estudarão e explorarão períodos-chave na história que representam estilos passados e presentes, as tendências futuras da moda e os elementos que os caracterizam e influenciam. Para compreender plenamente o papel do estilista, os participantes serão orientados no fornecimento e na coleta de informações a partir de ferramentas de pesquisa como livros e revistas de moda e através de domínios virtuais específicos relevantes para a moda e o luxo, assim como na realização de pesquisas iconográficas.

2ª semana Identidade pessoal: os participantes avaliam os diferentes tipos de rostos e corpos humanos e são apresentados às técnicas usadas para melhorar características físicas específicas, como penteados e maquiagem. Eles entenderão os elementos básicos usados para criar uma imagem (isto é, a importância de cor, silhueta, acessórios e suas combinações) e noções-chave no planejamento de sessões fotográficas e narrativas.

3ª semana Definição de estilo: os participantes irão reunir suas experiências e o trabalho realizado nas semanas anteriores para definir, desenvolver e apresentar um estilo pessoal para uma sessão de fotos. Eles irão coletar e modificar seus trabalhos para apresentação e revisão em um único portfólio de estilista, ou style book.

ABOUT ISTITUTO MARANGONI

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.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate of Attendance

EDUCATIONAL APPROACH

Istituto Marangoni's academic approach is shaped by the following educational aims:

- Develop a flexible and updated approach to programme delivery and student support which reflect the needs and expectations of all students;
- Provide a supportive and inclusive learning environment which will enable success for all learners;
- Encourage and nurture the development of students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and soft skills that will enhance Global employment opportunities in all programmes;
- 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;
- Provide a learning experience that is informed by research, scholarship, reflective practice and engagement with the industry and the professions.

STUDY PLAN

Subjects and Seminars

Fashion Styling Project
Trend Development
Digital Design
Style Analysis
Photoshoot Experience
Iconic Fashion Stylists
Seminar: Celebrity Styling
Seminar: Hair and Make-up
Seminar: Social Media
Seminar: Body Types
Seminar: Personal Shopping

CONTENTS' OVERVIEW

Curriculum

This dynamic short course focuses on the analysis of image and the development of style. From the definition of fashion moods to the importance of accessories, participants will evaluate aspects related to traits of the body and learn how to enhance and complement physical characteristics. They will work on the development of an individual style through the construction of a 'total look' and capture it for a photo shoot via a vocational learning approach.

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.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes

On successful completion of the course, students will be able to:

- Recognise fashion styles in combining historical and contemporary images and trends;
- Examine different type of aspects (shapes, faces, physiognomy) in order to realize a correct image and style;
- Conduct an iconographical research collating information from research tools;
- Apply key notions in photo shoot planning and narrative;
- Present their photo shooting using retouching and editing.

ASSESSMENT

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the trainees to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments: These are formal assessments and are a means of gauging trainee learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of trainee work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects allow students to apply their theoretical understanding of a specific subject area.

Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing students to reflect real industry requirements and to present work to industry standards through report writing.

Presentations are used in some subjects to allow students to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations students are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

STUDENT SUPPORT STRATEGY

A dedicated Student Support Officer is available for all students on the programme. For academic counselling, Student Support Officers will liaise with tutors and programme leaders to offer practical advice to resolve specific academic difficulties. A written record of these tutorials will be kept in the student's file for reference and to assist in the monitoring of student progress. For matters of pastoral care the Student Support Officers will help in:

- Finding their way around;
- Managing their time;
- Dealing with stress;
- Getting the best from their course;
- Understanding and applying the school's rules;
- Anything else the officers can advise on.

One-to-one appointments may be made by phone, in person (by contacting reception) or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.