



STUDY ABROAD - FASHION STYLING & CREATIVE DIRECTION

MILÃO

24 de fevereiro de 2025
22 de setembro de 2025
inglês e italiano

FLORENÇA

24 de fevereiro de 2025
22 de setembro de 2025
inglês e italiano

FASHION STYLING & CREATIVE DIRECTION

Reconheça, reinvente e defina o estilo e a imagem para uma peça de vestuário, um produto ou uma marca. Este curso semestral desenvolve ainda mais habilidades em estilização e direção, incluindo design gráfico, fotografia, produção e design de cenários, além de ampliar horizontes para crescimento pessoal e desenvolvimento futuro na carreira. Voltado para estudantes com pelo menos um ano de estudos anteriores em estilização de moda, comunicação ou áreas semelhantes, este curso inspirador incentiva os participantes a desenvolver novas narrativas para garantir que o que aparece nas revistas de moda, online ou nas passarelas, comunique as mensagens certas, no momento certo e para o público-alvo certo.

FOCO DE APRENDIZAGEM

SEMESTRE 1

- Insight de Mercado
- Identidade da Marca
- Marketing Digital
- Empreendedorismo
- Estilização Pessoal
- Contexto de Moda, Arte e Cultural

SEMESTRE 2

- Insight de Mercado
- Identidade da Marca
- Marketing Digital
- Empreendedorismo
- Estilização Pessoal
- Contexto de Moda, Arte e Cultural

ABOUT MARANGONI

Over the past 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 undergraduate programmes prepare students with the necessary knowledge and know-how approach in order to enter a professional career in the fields of Fashion Design, Accessories and Footwear Design, Fashion Styling, Fashion Business and Communication, Multimedia Arts, Interior Design, Product Design, Art History and Culture.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate and Transcript*

*The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

EDUCATIONAL APPROACH

- to develop flexible approaches to programme delivery and student support which reflect the needs and expectations of our students;
- to provide a supportive and inclusive learning environment which will enable success for all learners;
- to develop the students' intellectual and imaginative powers, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on graduation in all programmes;
- 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.

CONTENTS' OVERVIEW

Programme Aims:

Study abroad courses provide an opportunity to see the world, experience new cultures, learn a new language, visit neighbouring countries, and make new lifelong friends. Study abroad semesters at Istituto Marangoni offer participants a chance to experience different styles of education and learn key skills from international experts in the field. The study abroad level is structured and taught at year two of a three-year undergraduate programme. According to the chosen course, credit transcripts or class (contact) hours are awarded on successful completion. Courses are offered twice a year, in autumn and spring. Course content changes with each start date to offer a wider range of subjects, giving participants the opportunity to choose the course that best suits their needs. This semester course further develops skills in styling and direction including graphic design, photography, production and set design, as well as broadening horizons for personal growth and future career development. Aimed at students with at least one-year previous undergraduate study in fashion styling, communication, or similar field, this inspiring short course encourages participants to develop new narratives to ensure that what goes in the fashion magazines, appears online or on the catwalk, communicates the right messages, at the right time, and to the right target audience. Recognise, reinvent and define style and image for a garment, a product, or brand.

Programme Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Styling and Creative Direction (Level 5) will have developed:

- A sound understanding of the principals involved in style and trend analysis process used in the fashion media industry and how to apply these principals in an editorial context;
- A detailed understanding of the new technologies supporting the editorial market;
- An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
- The ability to evaluate the appropriateness of different approaches to problem solving

STUDY PLAN

Fashion Styling and Creative Direction Semester Abroad • October intake

Subjects	Total Hours	Related Credits*
Art Direction	75	6
Layout Techniques	75	6
Visual Research 2	50	4
History and Criticism of Contemporary Design	90	12
History of Photography & Photographic Techniques	45	6

Fashion Styling and Creative Direction Semester Abroad • February intake

Subjects	Total Hours	Related Credits*
Art Direction	75	6
Communication Strategies	75	10
Corporate Identity I	45	6

*Istituto Marangoni credits system is equivalent to European Credit Transfer System (ECTS). *The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.

Curriculum

Fashion Styling & Creative Direction • October Intake

Fashion Branding unit

The Fashion Branding unit will provide students with an introduction to marketing, digital marketing, and entrepreneurship. Students will produce extensive research aimed at developing their creative skills and to support their future units. Theoretical studies of marketing and branding will create an awareness of the meaning of identity for contemporary fashion markets and contextualise how brands operate and respond to innovation, sustainability and demands and changes within these markets. Cross disciplinary learning and collaboration will be introduced within the Interdisciplinary Project. At the end of this unit, students will research and propose a new fashion visual brand book, focusing on a communication strategy for a clearly identified market segment. The application of taught theory, documented in a written format will underpin the brand book. The submission document will foster viable ideas and trigger innovation. Students will develop their knowledge in styling and image, as well as retail and VM. Students will extend personal identity into a brand identity, underpinning the outcome based on the chosen pathway.

Fashion Magazine unit

In the Fashion Magazine unit students will plan, organise and develop a fashion magazine proposal, from concept ideation to digital editing. Students will be involved in the concept development and production stages. Students will style fashion images and concept, considering ethical issues and integrating a sustainable and inclusive approach to their practice. This process encourages the application of communication strategies, based on industry real life simulation scenarios and driven by innovation. Students will be required to build a research book which will support the final proposal and will help students to communicate their ideas and concepts. Areas of research will be cross disciplinary and based on contemporary issues. They could include fashion, art, advertising, new media, still and moving image, architecture, design, music, advertising, theatre, social and cultural events, news.

Fashion, Art and Cultural Context unit

The unit Fashion, Art and Cultural Context will introduce students to a comprehensive critical analysis and evaluation of fashion intended as a socio-cultural global phenomenon and provide students with the theoretical knowledge necessary to interpret fashion practices in relation to art movements and other cultural manifestations. The unit will adopt a diachronic approach to the study and evolution of fashion practices since the Industrial Revolution; nonetheless, whenever appropriate it will also adopt a thematic approach aiming at exploring the relationship established between fashion, art, and the cultural framework within which these operate. On completion of the unit, students will have attained a sense of the cultural and global dimension of the fashion industry, together with the challenging yet close relation it has established with art and have developed an informed sensibility with regards to all the above.

Fashion Styling & Creative Direction • February Intake

Fashion Magazine unit

In the Fashion Magazine unit students will plan, organise and develop a fashion magazine proposal, from concept ideation to digital editing. Students will be involved in the concept development and production stages. Students will style fashion images and concept, considering ethical issues and integrating a sustainable and inclusive approach to their practice. This process encourages the application of communication strategies, based on industry real life simulation scenarios and driven by innovation. Students will be required to build a research book which will support the final proposal and will help students to communicate

their ideas and concepts. Areas of research will be cross disciplinary and based on contemporary issues. design, music, advertising, theatre, social and cultural events, news.

Fashion Editorial unit

In the Fashion Editorial unit, students will finalise the magazine drafted in the previous units. Students will be required to support their outcomes through extensive research which will aid students in communicating their ideas and concepts. Students will also discover beauty, hair, and makeup through the ages, considering historical perspectives, contemporary practice and forecasted trends. Students will acquire the knowledge to cohesively develop and execute the production process evolving into a fashion still or moving image outcome. When conceptualising their fashion magazine, students will acquire knowledge related to the printing industry, with specific focus on sustainability. In addition, an ethical focus in fashion will be explored within the unit and the realisation of a pivot within the fashion industry.

Fashion, Art and Cultural Context unit

The unit Fashion, Art and Cultural Context will introduce students to a comprehensive critical analysis and evaluation of fashion intended as a social-cultural global phenomenon and provide students with the theoretical knowledge necessary to interpret fashion practices in relation to art movements and other cultural manifestations. The unit will adopt a diachronic approach to the study and evolution of fashion practices since the Industrial Revolution; nonetheless, whenever appropriate it will also adopt a thematic approach aiming at exploring the relationship established between fashion, art, and the cultural framework within which these operate. On completion of the unit, students will have attained a sense of the cultural and global dimension of the fashion industry, together with the challenging yet close relation it has established with art and have developed an informed sensibility with regards to all the above.

TEACHING AND LEARNING METHODS

Programme teaching methods

The programme is designed to facilitate the development of a student who will be highly employable and will allow them to investigate and develop their strengths. The programme will present students with a variety of approaches to learning and assessment strategies that will promote intellectual, imaginative, analytical and critical judgement.

It will allow students to develop understanding as well as their presentation and communication skills, which they will be able to demonstrate in a variety of forms. A combination of different learning and teaching methodologies are employed in order to promote reflective learning and develop generic transferable skills.

Methods include:

- projects to encourage independent learning through investigation, enquiry and problem solving
- group project to enhance interpersonal and collaborative skills;
- tutorials and group tutorials to facilitate shared experiences and best practice;
- seminars, formal lectures and workshops;
- study, trips, external projects and competitions present the students with another dimension to their learning experience;
- guest speakers provide the students with a full, broader and real perspective to their specialist field of study.

Students will have the opportunity to demonstrate their achievement of the intended learning outcomes through a variety of tests appropriate to their field of study.

Programme Specific Assessment Criteria: The methods of assessment used give breadth and depth, which allow for both the formative and summative assessment of every student at each stage of the programme.

The programme uses a balanced assessment system, both summative and formative as an integral part of gathering information on student learning. Different forms of assessment can, and where appropriate should, be used to test different types of skills and learning.

Formative Assessment:

Formative Assessment informs both teachers and students about student understanding at a point when timely adjustments can be made. In formative assessment students could be involved in the assessment process.

These formative assessment situations will also give students an opportunity to learn to critique the work of others. Some of the instructional strategies that will be used formatively include the following:

- criteria and goal setting: asking students to participate in establishing what should be included in criteria for success;
- self and peer assessment: with peer evaluation, students see each other as resources for understanding and checking for quality work against previously established criteria;

- student record keeping: helps students better understand their own learning as evidenced by their classroom work. This process of students keeping ongoing records of their work not only engages students, it also helps them, beyond a “grade,” to see where they started and the progress they are making toward the learning goal.

Summative Assessments: These assessments are a means of gauging student learning, at a particular point in time, relative to established marking criteria.

Summative assessments can occur during as well as at the end of each subject and concentrate on specific evidence of student work, examples as follows:

Portfolio Assessment > is used to assess a variety of projects that have been developed throughout the course.

Practical Coursework > allows the students to demonstrate their understanding and application of practical areas of study.

Written Reports > are required in some study areas, where a clear and structured brief is provided and the students are asked to submit work to be marked independently and anonymously by staff. Formal Examinations > are required in some study areas.

Presentations > are used in some subjects to allow the student to develop their professional communication and presentation skills.

Student Projects > are used when the student is required to submit work to be marked independently and anonymously.

COURSE SPECIFIC ADMISSION REQUIREMENTS

Admission is based on the reasonable expectation that the student will be able to fulfil the objectives of the programme and achieve the standard required for the award. Admission requirements are listed below:

- Admission requirements are listed below:
- Completed the first year (L4) of an Undergraduate Bachelor programme in Fashion Design or similar;
- For non English/French/Italian native speakers: certificate of language skills, level b1 of Common European Framework of Reference with specific requirements (e.g. IELTS 5.0 without elements below 4.5);
- Portfolio;
- Good knowledge of pattern-making and fabrics;
- Drawing skills;
- Signed personal statement.

- The Admissions Manager coordinates and supports the subject specific Programme Leader and the Director of Education in dealing with interviews and portfolio assessments (where appropriate). (Admission requirements are subject to change in order to comply with entry requirement regulations).

STUDENT SUPPORT STRATEGY

Istituto Marangoni administers policies to enhance the student experience, in an academic, practical and pastoral way:

- Programme Leaders: the first point of call to acquaint students with regulations and issues arising on the programme;
- Student Support Officers for student referral where appropriate; programme and student handbooks;
- induction programmes for facilities including: Library, IT, online resources (where available), school facilities and media services;
- student group representatives (student voice).

Student Support Officers

A dedicated Student Support Officer is available for all students on the programme. For matters of pastoral care the Student Support Officers will help in:

- finding their way around;
- time management;
- dealing with stress, or absences;
- getting the best from the course;
- understanding and applying school rules;
- future study options or other issues.

One-to-one appointments may be made by phone, through the school receptionists, or by email. Where possible students can expect to be seen almost immediately, or contacted to arrange a suitable time.