



MASTER FASHION STYLING, CREATIVE DIRECTION & DIGITAL CONTENT

MILÃO

27 de janeiro de 2025
22 de setembro de 2024

FLORENÇA

22 de setembro de 2025
inglês e italiano

PARIS

29 de setembro 2025
inglês

FASHION STYLING, CREATIVE DIRECTION & DIGITAL CONTENT

Conceitualizar, estilizar, fotografar, desenvolver e comunicar. Os produtores de imagens da moda contemporânea entendem a importância da criatividade digital para comunicar uma narrativa de moda e um ambiente, sempre aliados às crescentes conexões entre imagem estática e digital, para expressar novas linguagens estéticas para a indústria da moda e do luxo contemporânea. Através de experimentação técnica, conteúdos culturais e pesquisa criativa, o curso analisa como é possível refletir as dinâmicas das imagens dentro do sistema de tendências de moda, usando fotografia, animação e vídeos. Concentrando-se na linguagem visual da comunicação, os participantes tratam dos principais aspectos do styling de moda e aprendem como persuadir, inspirar e criar um estímulo emocional. Eles adquirem as habilidades técnicas, criativas e os conhecimentos culturais necessários para realizar uma sessão de fotos de moda, desde o conceito inicial até a edição final, usando diferentes linguagens contemporâneas. Incluem-se também a análise das tendências da moda, storytelling e contextos da moda contemporânea. Durante o curso, os participantes também aplicam conceitos técnicos e culturais aos projetos desenvolvidos em estúdio, aprendendo a negociar e planejar todo o processo técnico e criativo.

Atualmente, os diretores criativos profissionais trabalham cada vez mais com imagens em movimento: além de aspectos técnicos e estéticos introdutórios da fotografia e do vídeo, que incluem questões como iluminação, composição, edição e características especiais do vídeo multimídia, o curso desenvolve uma mentalidade empresarial e habilidades de networking nos participantes, unindo suas habilidades analíticas e comunicativas com suas expressões artísticas e criativas. O curso também se aprofunda no desenvolvimento de todas as novas linguagens usadas e demandadas pela indústria da moda atual, indo da cultura do Styling de moda às fronteiras da moda digital contemporânea.

FOCO DE APRENDIZAGEM

- Desenvolvimento e análise de styling de moda
- Novas fronteiras da moda
- Comunicação visual e vídeo multimídia
- Gráfico emocional
- Edição online e offline
- Análise de tendências e storytelling
- Métodos inovadores de pesquisa e análise
- Portfólio multifacetado

POSSÍVEIS CARREIRAS

- Estilista de moda
- Diretor de arte / criação
- Consultor de animação de moda
- Diretor de criação de mídia
- Consultor de storytelling

ABOUT ISTITUTO MARANGONI

Over the past 85 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 management skills which are subject specific and relevant to the international fashion, design or art fields. Istituto Marangoni Master's courses provide students with a focused and in-depth knowledge and know-how for a successful professional career at various levels of the above-mentioned industries. There is a strong focus on project-based, industry-linked teaching methods of delivered by experienced industry specialists and professionals.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

First Level Academic Master Diploma.

Participants who successfully complete this programme will be awarded with a First Level Academic Master Diploma. Recognised by the Italian Ministry of Education as an academic diploma equivalent to a university postgraduate Master degree, participants will obtain 60 CFA (crediti formativi accademici) equivalent to 60 ECTS credits.

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;

EDUCATIONAL APPROACH

- 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

Semester	Subject	ECTS Credits
S1	Visual Research Image	4
S1	Digital Processing History	2
S1	of Visual Communication	6
S1	Digital Production Art	4
A	Direction Multimedia	6
A	Direction Multimedia	8
S2	Multimedia Design	4
S2	Image Phenomenology	3
S2	Methodology	3
S2	Image Semiotics	4
S2	Internship	10
A	Dissertation	6
	TOTAL	60

CONTENTS' OVERVIEW

Curriculum

Conceptualise, style, shoot, develop and communicate. Contemporary fashion image makers understand the importance of digital creativity to communicate a fashion story and an atmosphere, together with the growing connections between still and digital image, to express new aesthetics languages for the contemporary Fashion Industry. This postgraduate level course trains participants to become visual image experts, with advanced skills development in subjects such as fashion styling and digital fashion editorials for both offline and online media and social platforms. Through technical experimentation, cultural content and creative research, the course teaches participants how to reflect the dynamics of images within the fashion trend system, through photography, animation and video-moods.

Focusing on the visual language of communication, participants approach the key aspects of fashion styling, learning how to persuade, inspire and create an emotional response. They acquire the technical, creative skills and cultural knowledge needed to identify a specific fashion context - from initial concept to final editing - through different contemporary languages. This includes analysis of fashion trends, semiotics, storytelling and contemporary fashion scenarios. During the course participants also apply cultural notions, learning how to develop and plan the technical and creative process. Nowadays, professional creative directors are increasingly working with moving images: alongside introductory technical and aesthetic aspects of photography and video, that incorporate aspects such as editing and special characteristics of multimedia video, the course develops the participants' business awareness and networking skills, bringing observation and communication abilities together with artistic and creative expression.

Final Project (Dissertation)

The final project consists in an individual work, linked to the studies undertaken, through which the student will develop and realize a socio-cultural research, relevant and useful to be translated into a Fashion Animation of any kind; this final work shall demonstrate his/her sense of fashion, technical abilities and creative skills. Through primary and secondary research, the learner will develop a final work that will also show evidence of having acquired the relevant professional skills, a subject-specific vocabulary, and originality in his/her own thinking, as well as an advanced capacity to adopt a variety of digital visual techniques in the representation of the project itself.

Internship

As part of the didactical experience provided to its students, the Undergraduate programmes include an internship period which is embedded in the Plan of Study of each programme. This working experience allows students to take advantage of skills and topics learned during lessons, putting them into concrete practice within a real professional environment. The internship consists of a period of an experience in professional practice through the realisation of individual or group projects in collaboration with institutions or companies on their premises or on the School premises (internship on campus).

LEARNING OUTCOMES

Educational Outcomes

Students who attend Programmes at Postgraduate level, on successful completion of their course of study, will be able to:

- Apply skills of critical analysis to real situations within a defined range of contexts;
- Select and define a research topic and implement a research plan using appropriate methodologies – within their specialist field of study;
- Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;
- Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT;
- Critically analyse their results and draw logical conclusions;
- Develop working relationships using teamwork and leadership skills, recognising and respecting different perspectives;
- Manage their professional development reflecting on progress and taking appropriate action;
- Find, evaluate, synthesise and use information from a variety of sources;
- Articulate an awareness of the social and community contexts within their disciplinary field; Exercise initiative and personal responsibility in the work environment;
- Continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field;
- Carry out further independent learning or continuing professional development.

Programme-Specific Learning Outcomes

Students who successfully complete this specific Programme shall be able to:

- Critically evaluate current research in their specialist field of study;
- Select and define a research topic and implement a research plan using appropriate methodologies;
- Critically analyse their results and draw logical conclusions;
- Exercise initiative and personal responsibility in the work environment;
- Carry out further independent learning or continuing professional development;

- Critically reflect on experience of significant managerial responsibility;
- Continue as a researcher in an academic or commercial setting and have the potential to extend the bounds of knowledge in their chosen field.

TEACHING AND LEARNING METHODS

Course teaching methods are based around a wide variety of formats, such as frontal lectures, workshops, seminars, case studies and self-directed study: experienced professionals and visiting specialist Lecturers (industry professionals) make valuable contributions and enrich the learning experience of all students.

Self-Directed Study

This plays a major role in the programme, as students are expected to spend time researching and analysing subject matters independently to support and substantiate taught material.

Frontal Lectures

An integral part of the programme - with formal delivery of subject-specific contents to the whole cohort of students. At this level it is expected that students will use the lectures as a stimulus for further study/reading.

Seminars

Used to build on themes that are connected to the contents part of the Study Plan. Students are encouraged to make an active contribution by sharing in the argument and debate, while expressing their views.

Case Studies

A detailed discussion and in-depth analysis of real-life situations and existing Brands - to substantiate and assess concrete examples of contents and theories studies in class.

Workshop / Laboratory / Practical Sessions

Used to enable and nurture the creative and practical skill development of the student in an environment which simulates what happens in the industry.

Team Work

Requires students to operate as a member of a group or team and they usually have clearly identified roles. The emphasis is on collective responsibility, individual responsibility to the group and joint decision-making.

Study Trips (when applicable)

An exciting opportunity to enhance the students' learning path and consolidate their understanding of specific-subject contents. If assessment is dependent on information collected whilst undertaking the study trip, the trip would be considered mandatory. The cost of study trips can be either the responsibility of the student or on occasion included in the annual study fee. If the visit is within the city students pay for public transport.

CAREER SERVICE FOR MASTER COURSES

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work. Monitoring, guidance and counselling activities are organised throughout the academic year. The careers service organises various activities including seminars and round table discussions with fashion professionals, HR managers and head-hunter agencies on specific topics such as future career paths, personal research methods and job profiles. Individual meetings are also arranged to assist with CV preparation, revise portfolios and encourage students to talk about their career goals and expectations.

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.