



**SHORT COURSE - STYLE
YOURSELF: MY FASHION PROFILE**

MILÃO

13 a 31 de janeiro 2025
inglês

STYLE YOURSELF

Para **aspirantes a blogueiros** ou para aqueles que simplesmente desejam **descobrir ou afirmar seu próprio estilo individual**, este curso oferece uma jornada estimulante pelos elementos mais práticos do trabalho de um estilista profissional. O objetivo é **melhorar o visual, identificar estilos marcantes e, finalmente, comunicar com sucesso a estética pessoal através de uma imagem ou look**. Partindo de noções-chave em styling, o curso incentiva os participantes a explorar seu próprio estilo com o desenvolvimento de um look ou perfil individual. Aprender sobre noções básicas de guarda-roupa, styling pessoal, identificação de street style e novas tendências são apenas algumas das habilidades que os participantes desfrutarão neste emocionante curso curto. Além disso, os participantes descobrirão o que acontece atrás das câmeras em editoriais de moda e **projetos de styling de celebridades**, além de entender o poder e a influência que o styling exerce em várias áreas de nossas vidas, incluindo música, cinema e TV. A partir do próprio guarda-roupa misturado com pesquisa de estilo, os participantes irão apreciar noções importantes da indústria, como o 'cool-hunting', para se tornarem mais conscientes das tendências e aprimorarem suas habilidades criativas em estilo. Com conhecimentos básicos de Photoshop e InDesign, eles aprenderão a organizar um verdadeiro ensaio fotográfico e verão os frutos de sua imaginação e estilos criativos se desdobrarem em imagens comunicativas, assim como é feito nas principais revistas de moda e em promoções de marcas de luxo online. Ao longo das 3 semanas, os participantes terão a oportunidade de questionar e desenvolver seu próprio estilo para **criar um look book individual e pessoal** – uma jornada muito pessoal e divertida pelo mundo do estilo. Os **cursos preparatórios do Instituto Marangoni** focam no enriquecimento pessoal e no prazer de jovens e aspirantes a criativos que podem estar considerando estudos universitários. Neste nível de estudo, não há exames ou avaliações a se preocupar. Os cursos são especificamente elaborados para qualquer pessoa interessada em aprender sobre design e processos criativos, desde o básico até elementos mais interessantes e complexos. Não são necessárias habilidades prévias em design ou software.

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

Fashion Styling and My Life
My Identity
Fashion and Style in Image
Visual Communication
Photoshoot (theory)
Photoshoot

CONTENTS' OVERVIEW

Curriculum

Over the course of the 3 weeks participants have the opportunity to really question and develop their own style to produce an individual and personal look book – a very individual and fun journey into style. Restyle: reveal & affirm your own unique fashion style via a real fashion journey into image For budding bloggers or for those who simply wish to discover or 'affirm' their own individual look; this course provides a stimulating journey into some of the more practical elements of the professional fashion stylist in order to look good, spot great style, and ultimately, communicate successfully their personal aesthetic through an image or look. Participants will also discover what goes on behind the camera in fashion editorials and celebrity styling projects, as well as understanding the power and influence that styling has in all areas of our lives, including music, film and TV to name just a few. Starting from their own wardrobe mixed with style research, participants appreciate key industry notions including for example 'cool-hunting'; to become more aware of trends and work on their own creative abilities in style. Together with basic Photoshop and InDesign skills, participants will learn how to set up a real photo shoot, and see the fruits of their own imagination and creative styles unfold in communicative images, just as used in top fashion magazines and in online luxury brand promotional activity. Istituto Marangoni preparatory level courses focus on personal enrichment and enjoyment aimed at young and aspiring creatives who may be considering university level study. At this level of study there are no exams or assessments to worry about. Courses are specifically crafted for anyone interested in learning about design and creative processes, from the very basics, through to some of the more interesting and complex elements. No prior design or software skills are required.

LEARNING OUTCOMES

Programme-Specific Learning Outcomes

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

- identify and reflect on their personal style, and enhance and define it clearly;
- set-up a basic fashion photo-shooting inspired by their own fashion look
- understand how fashion and fashion styling influence our contemporary lifestyle;
- communicate and present individual style ideas visually, for example via moodboards;
- recognise key fashion styles and historically significant images.

ASSESSMENT

Formative Assessments:

There are no formal assessments or exams for courses at preparatory level study. Practical and/or workshop-based projects may be offered to allow students to apply their theoretical understanding of a specific subject area. Presentations are used in some subjects to allow students to develop their creative communication skills

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.