ONE YEAR - FASHION STYLING & DIGITAL ART DIRECTION

PARIS

inglês
29 de setembro de 2025

FASHION STYLING & DIGITAL ART DIRECTION

O objetivo deste curso intensivo é desenvolver uma expertise inovadora e multidisciplinar que cruza o styling de moda e a comunicação, bem como a fotografia de moda e o desenvolvimento de imagem 3D. Os participantes serão treinados para produzir conteúdo visual digital para marcas de moda e redes sociais, com um forte foco em habilidades práticas relacionadas à direção de arte digital. Oferecido em Paris, capital do luxo, este curso intensivo permitirá aos participantes adquirir as habilidades práticas exigidas pela indústria da moda em termos de criação e manipulação de imagens digitais. Juntamente com o estudo de tendências contemporâneas e espaços de mídia emergentes na moda (como gaming, NFTs, XR e E-commerce), os participantes desenvolverão habilidades estratégicas e técnicas avançadas em fotografia de moda (editorial e publicitária), produção de vídeos, pós-produção de imagem 3D e design de comunicação.

Os participantes terão a oportunidade única de serem treinados para gerar conceitos originais e produzir conteúdo visual inovador para o dinâmico cenário digital da moda, desenvolvendo ao mesmo tempo um estilo visual próprio, graças à execução de vários projetos pessoais - que constituirão um portfólio profissional final, pronto para ser utilizado na entrada na indústria da moda.

FOCO DE APRENDIZAGEM

- Estilista de Moda
- Gerente de Conteúdo Digital
- Diretor de Arte
- Fotógrafo de Moda e Produtor de Vídeo
- Ilustração de moda e design de coleção

POSSÍVEIS CARREIRAS

- Desenvolvimento e Análise de Styling
- Novas Tecnologias para Moda
- Criação de Imagem Visual
- Pós-Produção Digital e Desenvolvimento 3D
- Construção de um Portfólio Profissional
- Designer de moda

PLANO DE ESTUDOS

Unit	Subject
Digital Fundamentals	Photography Studio I
Digital Fundamentals	Photography Retouch
Digital Fundamentals	History of Fashion Photography (elective subject)
Digital Fundamentals	Video Making I
Digital Fundamentals	Photoshop Composition
Digital Fundamentals	3D Art Direction I
Advertorial Image	Fashion Styling I
Advertorial Image	Photography Studio II
Advertorial Image	Trend Forecasting (elective subject)
Advertorial Image	Video Making II
Advertorial Image	Video Editing I
Advertorial Image	Digital Production I
Advertorial Image	3D Art Direction II
Editorial Image	Fashion Styling II
Editorial Image	Photography Studio III
Editorial Image	Digital Fashion (elective subject)
Editorial Image	Video Editing II
Editorial Image	Video Making III
Editorial Image	Digital Production II
Editorial Image	3D Art Direction III
Editorial Image	Final Portfolio

ABOUT MARANGONI

Over the past 80 years Istituto Marangoni has grown and developed alongside the thriving Italian, and international fashion and design industry. Through an exciting curriculum aimed to develop practical, creative, and business and management skills, Istituto Marangoni also provides short preparatory courses covering a variety of fashion, design, and creative processes, put together for personal enrichment and enjoyment, or for aspiring creatives who may be considering further study.

PROGRAMME INFORMATION

ACADEMIC ACHIEVEMENT

Istituto Marangoni Certificate of Attendance

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:
Delivered in Paris, capital of luxury, this intensive course allows participants to generate concepts and produce innovative visual content for the ever-changing fashion digital landscape, developing at the same time an individual visual style. Moreover, the execution of several personal projects will constitute a final professional portfolio, ready to be employed to join the fashion industry.

Along with the study of contemporary trends and emerging media spaces in fashion (such as gaming, NFTs, XR and E-commerce), participants develop strategic and technical skills in fashion photography shooting (editorial and advertorial), video-making, image 3D post-production and communication design.

Curriculum

The aim of this one-year intensive course is to develop an innovative multidisciplinary expertise crossing fashion styling and art direction for digital media. In Term 1, participants understand the fundamentals of studio photography and styling, along with the study of contemporary fashion and the practice of digital art direction (such as 3D image development). In Term 2, the skills acquired are developed through advertorial projects to produce digital visual content for fashion brands and social media. After a study of contemporary trends and multimedia practices, participants are trained on the promotion of fashion products through studio shootings, video editing, and 3D image development. Finally, in Term 3, they are guided in the planning and execution of editorial digital projects displaying both a professional and artistic individual vision through the practice of art direction. This vision is expressed through photo-shootings, video filming and digital post-production - in order to be finally collected in an individual digital portfolio ready to be used to join the fashion industry.

LEARNING OUTCOMES

Educational Outcomes
On successful completion of their course of study students will be able to:
- apply skills of critical analysis to real world situations within a defined range of contexts;
- 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;
- 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.

Programme-Specific Learning Outcomes

On successful completion of the Fashion Styling & Multimedia Intensive course, students will be able to:

- carry out research, analyze style and re-interpret it in a contemporary manner;
- professionally assemble a layout book with a clearly identifiable technical style, while increasing content visibility;
- plan, organize and develop a brief through images;
- acquire first-hand knowledge about fashion creativity through observation, analysis, criticism and concept development;
- demonstrate skills and confidence in the development of digital content;
- plan and propose a promotion project for oneself or for one's customers by using images and graphic design tools;
- understand and assess customer needs against the requirements of the market and the fashion industry;

TEACHING AND LEARNING METHODS

Programme 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

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- guest speakers provide the students with a full, broader and real prospective 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.

ASSESSMENT STRATEGY

Course 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.

Assessment methods to support learning:
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 is some study areas, where a clear and structured brief is provided and the students are asked to submit work to me marked independently and anonymously by staff. **Formal Examinations >** are required is 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. Candidates must have a sufficient command of the English or the chosen language of the course to be able to meet the requirements of the programme in every respect.

When considering the suitability of an applicant for a place on the programme the Admissions team will usually take the following factors into account:
- the applicant's qualifications (High School Diploma or equivalent school certificate);
- the applicant's personal statement;
- a portfolio of work (if appropriate to the subject).

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 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;
- 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.