

A person wearing a bright yellow kimono is holding a large, open fan. The fan features a traditional Japanese ink wash painting of several tigers in a natural setting. The person's face is partially obscured by the fan. The background shows a brick building and a window.

STUDY ABROAD - FASHION STYLING & VISUAL MERCHANDISING

LONDRES

13 de janeiro de 2025
29 de setembro de 2025
inglês

FASHION STYLING & CREATIVE DIRECTION

Aprenda a "arte" de apresentar produtos para "atrair, cativar e envolver" e, finalmente, vender ao consumidor da moda. Este curso semestral analisa a dinâmica da comunicação, incluindo a criação de um produto, exibição e layout da loja, uso de POS e apresentação de produto bem-sucedida. Dirigido a estudantes com pelo menos um ano de estudos anteriores de graduação em estilística de moda, comunicação ou campo similar, este breve curso inspirador visa fortalecer as habilidades na comunicação de uma mensagem de marca e identidade através do estilo e exibição, bem como ampliando os horizontes para o crescimento pessoal e futuro desenvolvimento de carreira.

FOCO DE APRENDIZAGEM

SEMESTRE 1

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

SEMESTRE 2

- Estratégias de Exibição Visual
- Display em Loja
- Layout Interno de Loja
- Pesquisa de Tendências Vm
- Design (2d/ 3d)
- Moda, Arte e Contexto 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 Visual Merchandising will have developed:

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

STUDY PLAN

Fashion Styling and Visual Merchandising Semester Abroad • October start

Term 1 • Fashion Branding unit

Subjects	Total Hours	IM Credits
Market Insight	20	30 (equivalent to 15 ECTS credits)
Brand Identity	20	
Digital Marketing	20	
Interdisciplinary Project	20	
Style and Research	20	

Term 2 • Visual Display Strategies Unit

Subjects	Total Hours	IM Credits
In Store Display	20	30 (equivalent to 15 ECTS credits)
Fixures and Props	20	
Styling The Product	20	
Set Design Photography	20	
Graphic Design	20	

Term 1 and 2 • Fashion, Art and Cultural Context

Subjects	Total Hours	IM Credits
Fashion, Art and Cultural Context	40	20 (equivalent to 10 ECTS credits)

Fashion Styling and Visual Merchandising Semester Abroad • January start

Term 2 • Visual Display Strategies Unit

Subjects	Total Hours	IM Credits
In Store Display	20	30 (equivalent to 15 ECTS credits)
Fixures and Props	20	
Styling The Product	20	
Set Design Photography	20	
Graphic Design	20	

Curriculum

Fashion Styling and Visual Merchandising • October start

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 is introduced within the Interdisciplinary Project. At the end of this unit, students will research and propose a new fashion visual brand book,

The submission document fosters viable ideas and triggers 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.

Visual Display Strategies unit

In the unit Visual Display Strategies, students will investigate the visual display strategies employed in the current fashion retail market. This unit will progress from visual merchandising fundamentals taught previously, pertaining to exterior communication and windows, to move in store and investigate methods of interior communication. The unit furthers students' knowledge in utilising the principles of display dynamics (composition, colour, styling and design techniques). Fashion retail typologies will be explored, focusing on in store display mediums and formats from interactive installations to promotional events, to attract, engage and sell to the customer. Design strategies taught, encapsulate the use of visual focal points and presentation of fashion product, styling, use of propping, fixtures, materials and media. Students will undertake research, gather design inspiration, document ideation and concept development, collated in a body of work. Final creative visual outcomes will be presented in a digital graphic portfolio, driven by a sustainable approach to the design practice and lead by innovation and strategic critical thinking. Students will rationalise their final concept and design.

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 will 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 evaluation 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 this 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 and Visual Merchandising • January start

Visual Display Strategies unit

In the unit Visual Display Strategies, students will investigate the visual display

This unit will progress from visual merchandising fundamentals taught previously, pertaining to exterior communication and windows, to move in store and investigate methods of interior communication. The unit furthers students' knowledge in utilising the principles of display dynamics (composition, colour, styling and design techniques).

Fashion retail typologies will be explored, focusing on in store display mediums and formats from interactive installations to promotional events, to attract, engage and sell to the customer. Design strategies taught, encapsulate the use of visual focal points and presentation of fashion product, styling, use of propping, fixtures, materials and media. Students will undertake research, gather design inspiration, document ideation and concept development, collated in a body of work. Final creative visual outcomes will be presented in a digital graphic portfolio, driven by a sustainable approach to the design practice and lead by innovation and strategic critical thinking. Students will rationalise their final concept and design.

Retail Environment unit

In the Retail Environment unit, students will research, develop and design an in store promotional retail space. This unit follows the visual merchandising pathway and expands upon the learning methods taught, developing further students' understanding of visual display and communication strategies with extra applied knowledge of space management and in store design. Students will investigate and analyse different retail design concepts and environments in both physical stores and digital retailing, from installations to promotional events. Design aspects and materials specifications will be taught; with a focus on sustainability and looking at experiential design. Current macro and micro trends will be researched. In store layout, organisation, hierarchies of space, product adjacencies, will also be explored through examples and analysis, further supported by methods of fashion product presentation and brand communication. Students will produce a portfolio of work, clearly evidencing research, design development and a final innovative visual in store promotional retail space, which students will "pitch" in a verbal presentation format and explained in a supporting written design rationale.

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 will 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 evaluation 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 this 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 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.

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.