



BA FASHION STYLING & CREATIVE DIRECTION

MILÃO E FLORENÇA

23 de setembro de 2024
27 de janeiro de 2025

LONDRES

01 de outubro de 2024
27 de janeiro de 2025

FASHION STYLING & CREATIVE DIRECTION

A força motriz por trás da comunicação visual. Com **paixão por estilo e com uma mente criativa repleta de ideias visuais**, os participantes aprendem a comunicar a moda por meio de todos os canais digitais e físicos atualmente utilizados pela indústria. Eles aprendem a **reconhecer, reinventar e definir** o estilo de uma peça de **roupa**, um **produto** ou uma **marca** através de imagens influentes. Com uma educação de nível superior reconhecida, estão prontos para iniciar sua carreira como estilistas inspiradores, aplicando seus talentos em diversas áreas das indústrias da moda e criativa, incluindo **editoriais**, campanhas publicitárias, imagem de marca, **fashion films** e propostas de restyling, em revistas impressas e online, redes sociais, assim como em **videoclipes, TV e cinema**. O curso, de **três anos e em período integral**, tem como objetivo formar estilistas altamente qualificados com a capacidade de criar novas narrativas, abrangendo tanto estratégias criativas quanto operacionais nos negócios de moda e luxo. Eles aprenderão como usar a mídia para criar seguidores e destacar a identidade da marca, bem como a relação entre as áreas criativas e organizacionais de uma marca ou briefing de empresa. Eles também aprenderão a comunicar tendências e produtos de moda usando publicações impressas ou digitais. Ao entender o papel e as responsabilidades do estilista profissional, os participantes aprenderão a reunir, organizar e liderar uma equipe de especialistas para garantir que a direção do que vai nas revistas de moda, aparece on-line ou na no momento certo, e para o público-alvo certo. A partir de uma base sólida em styling, o curso explora diversas áreas da indústria da moda, onde a gestão do processo criativo é uma prática central. Os participantes são incentivados a desenvolver suas próprias ideias e experimentar na produção de diferentes resultados visuais, como editoriais de moda, filmes de moda, imagem de marca e propostas de restyling, campanhas publicitárias interativas e impressas, e conteúdos visuais para redes sociais. O curso aborda habilidades essenciais em copywriting de moda, Relações Públicas e planejamento de mídia, gestão de produção de moda, planejamento de negócios, gestão do tempo, prazos e orçamentos de publicidade. Estudos culturais na história da arte, design, vestuário e cultura da moda proporcionam as habilidades necessárias para fazer uma avaliação crítica.

A análise de estilo traz forma, realidade e energia ao espaço visual - a "realidade" material da criação de imagens. Os participantes também aprenderão a criar um estilo imediatamente identificável e reconhecível, a fim de produzir e desenvolver ensaios fotográficos ao vivo, gerenciando a equipe envolvida no processo de fotografia, edição de imagens, construção de cenários, still life e imagem em movimento, iluminação, direção e escolhas de maquiagem, cabelo e acessórios. Eles são incentivados a decodificar estereótipos e a pensar sobre o posicionamento de imagens de uma perspectiva diferente, a fim de descobrir seu próprio estilo pessoal único.

POSSÍVEIS CARREIRAS

- Estilista de Moda
- Diretor Criativo
- Diretor de Arte
- Consultor de Imagem
- Personal Stylist
- Pesquisador de Tendências
- Visual Merchandiser
- Consultor Criativo
- Criador de Conteúdo

FOCO DE APRENDIZAGEM

- Estilo de Moda e Direção Criativa
- Styling Digital para Editorial e Publieditorial
- Composição Fotográfica
- Imagem em Movimento
- Desenvolvimento de Imagem
- Redação, Relações Públicas e Planejamento de Mídia
- Gestão de Produção de Moda
- Presença em Mídias Sociais, Blogging e Mídia Comercial
- Patrimônio de Vestuário e Acessórios
- Portfólio de Design Profissional
- Metodologia de Pesquisa

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 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;
- 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.
- Provide a supportive and inclusive learning environment which will enable success for all learners;

STUDY PLAN

Semester	Subject	ECTS Credits
I	History of Applied Arts	9
I	Advertising and Consuming Psychology	12
I	History of Visual Communication	8
I	Photography	4
I	Foreign Language	4
I	Visual Research	4
I	Techniques of Visual Communication	4
I	Production Processes	6
I	Materials Science and Technology	4
I	Free Study Activities	5
II	History and Criticism of Contemporary Design	15
II	Corporate Identity 1	4
II	Communication Strategies	9
II	Visual Research 2	4
II	Publishing Graphics	2
II	Layout Techniques	4
II	History of Photography and Photographic Techniques	6
II	Art Direction	6
II	Free Study Activities	4
II	Project Management	2
II	Design Methods	4
III	Sociology of Communication	4
III	Multimedia Design	12
III	Communication Design	8
III	Corporate Identity	5
III	Organization Skills and Enterprise Performance Management	6
III	Brand Communication	8
III	Internship	9
III	Dissertation	8
TOTAL		180

CONTENTS' OVERVIEW

Curriculum

The Fashion Styling and Creative Direction Course, aims to inspire experimentation and exploration to allow development of an individual fashion style and harness creativity. Students will expand on their industry practical skills, through the planning organisation and implementation of fashion shoots, working, managing and being an integral member of a fashion team, whilst building contacts with photographers, models and makeup artists, and expand their professional portfolio. Photo-shoots will encapsulate various formats from still life styling and photography to the development of sets, creating narratives and propped environments, to communicate fashion stories. Editorial styling will further enhance application of the styling processes and production, embracing research of ideas, including the investigation into trends of makeup, hair and beauty to inform model looks. Editorial images will be used in a published magazine format, presented to a professional standard of execution and layout. The process will be documented through a series of reflective learning and development and peer observation. The production of final images will involve utilising enhanced skills in photo retouching, CAD, visual formatting and layout techniques using InDesign. Students will progress by undertaking a series of creative and commercial projects, which will contribute to the execution of a professional portfolio and production of a website, which represents their individual creative style. The application of fashion writing and graphic presentation skills is integral to the presentation and communication of all visual outcomes. Projects include the planning and realisation of advertising campaigns for multiple briefs and clients. The final year encourages students to create and manage self-initiated briefs, which are implemented through fashion editorial shoots and art direction of fashion videos. Theory and academic writing will underpin the delivery of the creative pathway through the proposal and writing of a final dissertation, which will investigate a personal topic of interest.

Final Project (Dissertation)

The final project is the assessment of the competencies gained by the Student, his/her maturity in the methodologic approach and the acquisition of the relevant technical and cultural tools; this will translate into a final work that will show evidence of all aspects and steps that are part of the candidates' educational path. It will consist in the development of a work that will demonstrate a concrete application of the theoretical and cultural/creative studies undertaken.

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:

- Students who successfully complete this specific Programme shall be able to demonstrate:
- Knowledge and understanding Theoretical knowledge and analytical abilities consistent with a professional approach to work, aimed at devising and sustaining reasoned arguments and solving problems in the area of fashion image.
- Applying knowledge and understanding Ability to apply theoretical knowledge to develop innovative communication and visual projects, working autonomously with a critical approach and a suitable management of time and resources.
- Making judgements Ability to reflect autonomously and critically with reference to one's own research and creative design process.
- Communication skills Ability to communicate and debate one's ideas and creative choices both verbally and through graphic, photographic and multimedia tools.
- Ability to learn contents and skills in the areas of fashion, communication and image - through a research and design methodology capable of integrating theoretical and practical knowledge with the requirements and consistent with the technological and creative development of the fashion sector.

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

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.