

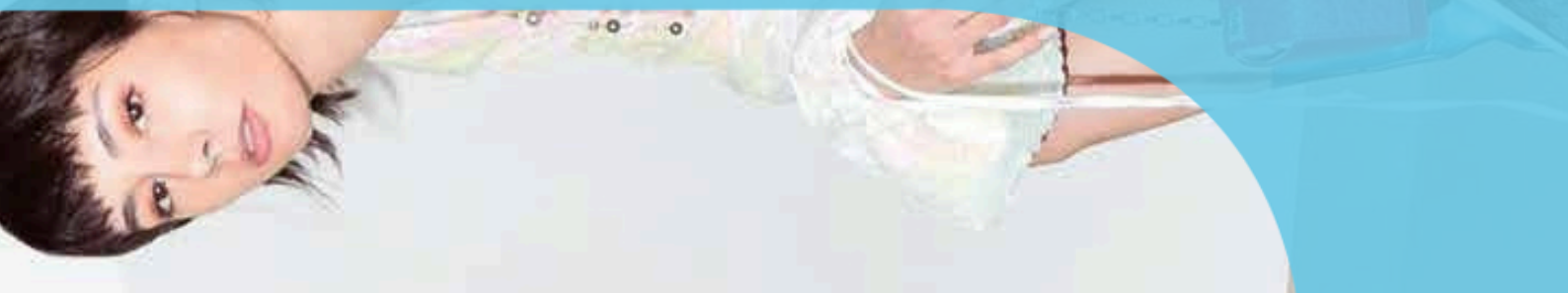


MASTER FASHION STYLING, CREATIVE DIRECTION & DIGITAL CONTENT

LONDRES

01 de outubro de 2024
27 de janeiro de 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. O programa Fashion Styling, Creative Direction and Digital Content é um curso de pós-graduação projetado para equipar os alunos com um conjunto abrangente de habilidades em styling, imagem estática e filme, além de mídias impressas e digitais. O curso apoia os participantes a se tornarem especialistas em imagem visual, com foco na importância da imagem de moda e da mídia digital na criação de uma história envolvente e atmosfera para marcas de moda. O curso é voltado para estudantes com formação em styling, moda, design ou negócios, mas também está aberto a candidatos de outras disciplinas relevantes que estejam interessados em desenvolver sua linguagem visual pessoal e habilidades criativas. Os estilistas de moda contemporâneos e diretores criativos compreendem a importância da imagem de moda e da mídia digital para criar uma história envolvente, assim como as crescentes conexões entre imagem estática e em movimento para expressar moda e luxo. Este **programa de pós-graduação de quinze meses em Fashion Styling, Creative Direction and Digital Content** apoia os participantes a se tornarem especialistas em imagem visual, com um conjunto abrangente de habilidades em styling, imagem e filme, além de mídias impressas e digitais.

Os alunos desenvolverão essas habilidades trabalhando em projetos inovadores e visionários para marcas de moda, tanto no âmbito físico quanto digital. Por meio de uma pesquisa criativa, cultural e contextual aprofundada, geração de ideias e experimentação técnica, com reconhecimento dos padrões profissionais contemporâneos e imperativos futuros, este programa explora como refletir a alma, identidade e valores de uma marca de moda enquanto os alunos refinam e exploram sua própria personalidade estética única como diretores criativos da imagem de moda.

Os alunos aprenderão sobre o cenário em rápida evolução da direção criativa e do styling de moda, e as maneiras inovadoras com as quais a imagem de moda, o filme e a mídia digital podem aprimorar estratégias de narrativa e comunicação para desenvolver conteúdo dinâmico para a indústria da moda do futuro. Com foco na linguagem visual da comunicação, os participantes abordarão os diferentes aspectos do styling de moda, aprendendo como persuadir, inspirar e criar uma resposta emocional.

Principais temas do curso:

- Styling de moda, comunicação visual e técnicas criativas
- Pesquisa criativa, mídia tradicional e nova, perspectivas críticas
- Valores de mídia e imagem, semiótica
- Técnicas de narrativa, fotografia e imagem em movimento
- Cultura visual, identidade criativa pessoal.

Por meio de uma série de módulos multidisciplinares, os alunos adquirirão as habilidades técnicas e o conhecimento teórico necessários para criar editoriais de moda e projetos criativos comerciais, desde o conceito inicial até a entrega final — incluindo a análise de tendências atuais e futuras e o contexto histórico e contemporâneo da moda. Durante o curso, os participantes também aplicarão noções técnicas e culturais a projetos em estúdio, aprendendo a desenvolver e planejar detalhadamente cada área do processo técnico e criativo, desde a iluminação até a composição, para

produzir o tema da proposta criativa desenvolvida para responder à imagem de uma marca ou ao briefing de um cliente. As tarefas e módulos deste programa exigirão um alto grau de pensamento crítico, mentalidade analítica e estratégica, iniciativa e criatividade, levando ao desenvolvimento de profissionalismo e independência essenciais para qualquer perfil criativo adequado ao mercado contemporâneo de moda e design.

Este programa oferecerá aos alunos a capacidade de desenvolver uma identidade criativa pessoal e refletir sobre suas próprias habilidades e abordagens à narrativa e comunicação, por meio de briefings e projetos da indústria projetados para experimentar técnicas e mentalidades criativas. Além dos aspectos técnicos e estéticos da fotografia e do filme, que incorporam iluminação, composição, edição e características especiais de filmes e papéis, o curso aborda a estratégia digital e o networking, unindo a observação e as habilidades de comunicação com a expressão artística e criativa.

FOCO DE APRENDIZAGEM

- Desenvolver uma consciência crítica do contexto da moda e design contemporâneos, avaliando o valor da criação de imagem e da narrativa.
- Pesquisar e analisar paradigmas sociais, culturais e pessoais históricos e emergentes do luxo em relação à moda e ao produto de moda.
- Avaliar criticamente a mídia tradicional e nova como métodos de comunicação e progressão cultural.
- Articular ideias complexas de forma criativa, comunicando-as de maneira eficaz a públicos especializados e não especializados em um formato adequado, respondendo a briefings editoriais e comerciais.

- Trabalhar colaborativamente e de forma independente em projetos multidisciplinares para produzir artefatos escritos, verbais, multimídia e físicos.
- Refletir criticamente sobre suas próprias práticas criativas e sua interconexão com outras, no processo de desenvolvimento pessoal e profissional contínuo.

POSSÍVEIS CARREIRAS

- Stylist, Diretor Criativo
- Diretor de Arte e Curador Visual
- Pesquisador Visual e Crítico de Moda
- Fotógrafo,
- Criador de Imagem
- Criador de Narrativa em Mídia Tradicional e Nova
- Editor de Revista
- Progresso acadêmico: PhD, MPhil

ABOUT ISTITUTO MARANGONI

Istituto Marangoni has more than 80 years' experience in training highly skilled future fashion professionals. During this time, we have built outstanding international networks within the fashion and design industries and have expanded to comprise 11 schools in 9 prime city locations, across 4 continents. We provide an outstanding, internationally recognised educational experience that responds to the evolving demands and requirements of tomorrow's industry professionals. Our ethos as a school embraces the creative synergies that evolve constantly between the refined professionalism of the Italian luxury sector, the rebellious and provocative innovation of the London cultural scene, and the nuanced global perspectives offered by our international student and tutor body.

PROGRAMME INFORMATION

STUDY PLAN

MA FASHION STYLING, CREATIVE DIRECTION & DIGITAL CONTENT

Term 1	Term 2	Term 3	Term 4	Term 5
STYLE RESEARCH	FASHION STYLING & CREATIVE DIRECTION	CREATIVE DIRECTION & IDENTITY	PROFESSIONAL DEVELOPMENT	DISSERTATION
20 credits	25 credits	30 credits	15 credits	40 credits
PERSONAL RESEARCH PROJECT	DIRECTING IMAGE & FILM IN FASHION	PRODUCING AN IDENTITY	WORK PLACEMENT OR PROFESSIONAL PROJECT - 3 MONTHS	DISSERTATION
PHOTOGRAPHY & FILM	DIRECTING IMAGE & FILM IN FASHION	PRODUCING AN IDENTITY		
DIGITAL COMMUNICATION	ART DIRECTION	PROFESSIONAL PORTFOLIO		
	CREATIVE DIGITAL STRATEGY	PERSONAL VALUES & COMMUNICATION		
FASHION & CULTURE	RESEARCH METHODS (theory)	RESEARCH METHODS (tutorials)		
15 credits	20 credits			
MAPPING CULTURES	RESEARCH METHODS	RESEARCH METHODS		
SOCIOLOGY OF FASHION				
CONTEXTUAL & CULTURAL STUDIES				
15 credits				
HIGH-TECHNOLOGY				
ALTERNATIVE BUSINESS MODELS				

Units

Your course is composed of a number of units that each have a credit value. On successfully passing each of these units, you will gain credits that count towards the total needed for your degree. One credit equates to 10 notional hours, which is the average time a student will take to achieve the specified learning outcomes. So, if a unit is worth 10 credits, then you would expect to spend 100 hours studying this. These will not all be 'taught' hours. You will receive guidance and instruction through lectures, seminars, etc., but you will also need to engage in self-study. A percentage breakdown of teaching contact hours and self-study required on this course is indicated in Section 6.

Term 1: Provides a conceptual framework that enables students to make strong links between theory and practice. (group and individual) Unit: Style Research, mandatory, assessed end of Term 1. Unit: Fashion and Culture, mandatory, assessed end of Term 1.

Terms 1 & 2: Theory, field trips and case studies in term 1, application in Term 2. Unit: Contextual & Cultural Studies - a unit comprising 3 elective subjects: Alternative Business Models, High Technology, Neocraft. This is a common, interdisciplinary unit across other MA programmes, in Terms 1 and 2, assessed at the end of Term 2.

Term 2: Expands on practical skills answering a creative industry brief (individual). Unit: Fashion Styling and Creative Direction, mandatory, assessed at end of Term 2. Terms 2 & 3: Research theory that underpins other units on the MA programme, but most specifically the Dissertation unit. Unit: Research Methods - a common unit with other MA programmes, mandatory, assessed at the end of Term 3.

Term 3: Research-led personal development and production of a final body of work and portfolio (individual). Unit: Creative Direction and Identity, mandatory, assessed at the end of Term 3.

Term 4: Testing emerging theory and practice through work-based learning or project-based work. (individual) Unit: Professional Development, mandatory, assessed at the end of Term 4.

Term 5: Dissertation project (individual). Unit: Dissertation, mandatory, assessed at the end of Term 5.

The programme will be supported by a range of relevant trips and practical activities, guest speakers and workshops.

- Class times are scheduled between 08.30-20.00, Monday to Friday, normally spread over 3 days during the week. There may be some exceptions to this when opportunities arise to add value to the student learning experience.
- Assessment periods are normally 2 weeks after the end of each term.
- Placements are normally scheduled to take place in term 4, at IM London School, for the Professional Development unit.
- Dissertations are completed in the final term. On a postgraduate degree course, you can usually expect to study 180 credit per level (or year), with no more than 80 credits per term.

CONTENTS' OVERVIEW

Curriculum

Contemporary fashion stylists and creative directors understand the importance of the fashion image and digital media to create a compelling story and atmosphere, together with the growing connections between still and moving image to express fashion and luxury. This fifteen-month postgraduate level Fashion Styling, Creative Direction and Digital Content programme supports participants in becoming visual image experts with holistic skills set in styling, image, and film, as well as printed and digital media. Students will develop these skills while working on innovative, forward-looking projects for fashion brands for both physical and digital realms. Through in-depth creative, cultural, and contextual research, idea generation and technical experimentation, with recognition of contemporary professional standards and future imperatives, this programme looks at how to reflect the soul, identity, and values of a fashion brand while students explore and refine their own unique aesthetic personality as a creative director of the fashion image. Students will learn about the rapidly evolving landscape of fashion styling and creative direction and the exciting ways that the fashion image, film and digital media can enhance storytelling and communication strategies to develop dynamic content for the fashion industry of the future. Focusing on the visual language of communication, participants approach the many different aspects of fashion styling, learning how to persuade, inspire and create an emotional response. Through a series of multidisciplinary units, students will acquire the technical skills and theoretical knowledge needed to create editorial fashion shoots and commercial creative projects from initial

concept, through final delivery – including analysis of current and future trends and the historical and contemporary context of fashion. During the course participants will also apply technical and cultural notions to in-studio projects, learning how to develop and plan in detail every area of the technical and creative process, from lighting to composition, in order to produce the theme of creative proposal developed to answer brand image or assigned client brief. This programme is designed for students from a styling, fashion, design, or a business background, but will consider applicants from other relevant disciplines and prior experiences who are interested in developing a personal visual language, a set of creative skills and body of work that can represent their aesthetic and personal approach to the industry, opening a wide range of professional possibilities.

The units and tasks within this programme will require a high degree of critical thinking, analytical and strategic mindsets, initiative, and creativity, leading to professionalism and independent working approaches essential to any creative profile suitable for the contemporary market of fashion and design. This programme will offer students the ability to develop a personal creative identity and reflect on their own skills and approaches to storytelling and communication, through industry briefs and projects designed to experiment with creative techniques and mindsets. Alongside technical and aesthetic aspects of photography and film, that incorporate lighting, composition, editing and special characteristics of films and paper, the course looks at digital strategy and networking, bringing observation and communication abilities together with artistic and creative expression.

Course aim: To investigate the role of Fashion Styling and Creative Direction as key practices that define the contemporary fashion and design industry, whilst experimenting with photographic and moving image techniques to develop a personal creative identity and professionalism.

LEARNING OUTCOMES

The learning and teaching strategy adopted for this course relates to the Regent's Hallmark Pedagogy as well as internal IM Learning and Teaching Strategy which comprises the below areas:

- A personalised student experiences
- Interactive and inclusive learning
- Assessment for learning

- Focus on student skills and attributes
- Developing cultural agility, flexibility, and graduates' ability to compete strongly in the global labour market
- Professional development for staff

The MA Fashion Styling, Creative Direction & Digital Content programme combines theoretical approaches with practical investigations through a constant dialogue between theory and practice as students develop, extend, and define their own distinct identities as the stylists and creative directors of the future. Taught by a dynamic team of active industry professionals (including stylists, photographers, art directors, magazine editors and filmmakers) and by experienced senior lecturers, lectures, workshops, and practice-focused activities are designed to enhance your capability to build and express their personal creative vision, and a scalable set of transferable skills that are reflective of academic and industry standards. Units are designed to mirror a variety of industry practices as you work on live projects and are supported with input by guest speakers from industry, as well as emerging creative talents.

In Term 1, students will participate in two units that define the theoretical and practical basis of the programme, raising the students' knowledge to industry levels through critical and cultural research in the field of fashion, whilst experimentation through idea development within editorial executions. In Fashion and Culture, lectures and seminars will explore the most thorough aspects of Fashion as a social phenomenon and culture manifestation, across the discussion of ethical, socio-economic, and critical perspectives. In Style Research, the connection between analysis, theory and creative practice is developed through lectures and skill-focused tutorials aiming at challenging the students on their conceptual thinking, style, and creative expression, whilst enhancing their practical skills on photography and video making, knowledge of digital softwares and overall creative direction techniques.

Across Term 1 and 2, students from all MA programmes at IM will also participate in the Contextual and Cultural Studies, a cross-disciplinary unite designed to expand the knowledge of the cohorts through a series of lectures, workshops and tutorials focused on three macro-topics of research, High Technology, Alternative Business Models and Neocraft.

In Term 2, students will build upon the knowledge and skills gained in Term 1, exploring more commercial, industry-based, and brief driven projects, raising the complexity of their tasks through the production of a multifaceted creative body of work. In Fashion Styling and Creative Direction, the practices such as creative and art direction, branding, video making, graphic design and communication strategy are dissected through lectures and practice-focused seminars, revolving around the delivery of an assigned industry brief. They will also study Research Methods in terms 2 and 3, with lectures and seminars on research theory in term 2 and then 1-1 tutorials and group tutorials in term 3 as they develop and refine the research proposals for their dissertation projects (beginning in term 5).

In Term 3, the teaching and learning focus shifts finally to the personal and individual values, style, and aesthetic of each student, aiming at developing an industry-ready body of work, reflecting the creative growth developed through the different previous terms. Here, identity, personal artistic directions, and preparation about the possible roles each student might embrace in the industry, are explored through individual practical tutorials, lectures, guest talks and visits that can further inspire the cohort to originally develop their personal style and portfolio. In Term 4, in the Professional Practice unit, students have the option of spending time in industry, where they can gain valuable experience that may confront or shape their evolving ideas about the futures of fashion amidst the realities and challenges of the existing incumbents. They have an alternative option – perhaps of particular value to those with industry experience already – of joining an Istituto Marangoni project to work with tutors and peers on a new or ongoing project. In term 5, students will work on their Dissertation projects.

Programme-Specific Learning Outcomes

- Understand the role that fashion image plays, whilst analysing and synthesising historical and contemporary references and cultural contexts and how these inform the discipline.
- Evaluate key fashion communication channels and theories, generating creative and original strategies for different fashion related audiences, media, and markets.
- Provide evidence of the effective application of own substantial independent and interdisciplinary research.
- Apply professional standards, including effective time management, originality, self-direction, initiative, and problem-solving skills to the production of own work.

- Provide evidence of a substantial piece of independent and interdisciplinary research.
- Demonstrate creativity in conceptualising forward-looking visual solutions for the fashion industry.
- Develop working relationships using teamwork and leadership skills, recognising, and respecting different perspectives.
- Manage professional development reflecting on progress and taking appropriate action.
- Express ideas effectively and communicate information appropriately and accurately using a range of media including ICT.

STUDENT SUPPORT STRATEGY

Istituto Marangoni provides a range of student support mechanisms which include (but not limited to):

- **Admissions:** the department provides information about all the programme and study opportunities at Istituto Marangoni, supports and assists applicants throughout all stages of admission from initial enquiry, application to enrolment.
- **Academic and Student Services department:** the aim is to support and enhance student experience allowing individual growth and success. The department provides pastoral, academic, social and wellbeing support and guidance as well as advice regarding timetables, deadlines, and School regulations.
- **Library:** the library service aims to deliver a high quality engaging and supportive service for students in support of an outstanding, inspiring, diverse, innovative, and creative educational experience. The service intends to inspire students to discover more about their subjects and other relevant disciplines as well as provide information and materials to support the syllabi for all subjects taught in the School.
- **Careers Service:** the department supports students and alumni, offering guidance on all aspects of their career journey, providing practical advice, and helping students connect with industry.

SEN support: it is available to all students with learning disabilities by booking 1-2-1 sessions with the SEN tutor. It devises a Personal Learning Plan, monitors students' progress, and formalises reasonable adjustments.

Coaching and Mentoring service: it offers 1-2-1 appointments with a professional coach/mentor. The service provides advice, guidance, and encouragement, equips students with problem solving skills / tools, improves self-confidence, encourages reflections, and enhances individual performance.

Counselling service: the aim of the service is for students to receive immediate professional support as well as set up a safe and healthy path for student journey in a longer term. The service can assist with resilience building, setting up home in London, time and stress management, homesickness, creativity stress, anxiety etc.

ADMISSIONS INFORMATION

Entry requirements:

- Copy of a high-school diploma or school certificates
- A relevant undergraduate qualification (equivalent professional experience may be considered).
- Submission of a portfolio of evidence to support their application.
- Non-native English speakers are required to provide an acceptable proof of their English Language ability. The English Language test score should be at least B2 on the CEFR level (e.g., IELTS Academic with 6.5 overall, no less than 6 for each element)

The purpose of the Istituto Marangoni Career service is to bridge the gap between course completion and entering the world of work.