



**istitutomarangoni**

**SHORT COURSES  
FASHION IMAGE & BUSINESS**



Online Option

**General Introduction**

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.

**General Information****1. Certification Attained**

Istituto Marangoni Certificate

**Course Information****2. Short Course: Level / Category**

- Undergraduate level course
- Online Option (4 weeks online)

**3. Short Course Description**

This short course focuses on image and the development of style in fashion together with key business practices that work hand in hand to drive the success of luxury brands. By understanding both the role and influence of the fashion stylist within a business environment, participants gain a unique insight into the real influence and 'power' of image within the fashion industry.

The course begins by looking at the fashion system and some of its key business practices, in combination with the history of fashion and luxury in a contemporary context; for example highlighting and investigating creative imagery, and storytelling, in fashion and art today.

Participants will study future fashion trends and the elements that characterize and influence them, bringing together style research (the importance of colour, silhouette, accessories and their combination) in an individual fashion style concept or fashion shoot proposal, linked to a basic marketing plan for a product or brand. At the end of the course participants are able to collate all their work supported by key notions in branding and marketing in an individual stylebook.

This online course focuses on the digital influence and impact on image and style, and ultimately, on today's fashion industry. Participants are able to investigate the power and influence of styling on visual communication, sales and promotion, by exploring top success stories from major fashion brands, and the shift from offline, to online visual storytelling. The influence of fashion film and the use of fashion animation in advertising and business promotion are also discussed. Online seminars with professionals from the industry further enhance the online learning experience, and assist participants in focusing on key business notions for developing their own basic stylebook for a chosen brand, product or personality.

**Course Duration**

4 weeks online | 30 lessons

**Key Topics**

- The contemporary fashion system & key business practices
- Creative imagery in contemporary fashion and art
- Marketing and distribution for fashion
- Contemporary fashion image
- The History of Fashion and Luxury in a contemporary context

## Week by Week Description

### Week 1

The first week begins with an overview of economic and social trends. Understanding economic and social evolution and how this influences fashion consumption is an important part of this course. Participants study and explore key periods in history that represent past and present styles, future fashion trends and the elements that characterize and influence them.

### Week 2

In the second week, in order to understand the role of the stylist participants will be guided in sourcing and collating information from research tools such as books and fashion magazines and through specific virtual domains relevant to fashion and luxury.

### Week 3

Participants take a look at critical factors defining the success of some leading local and international brands as well as brand image. At this point in the course participants also begin to bring together their online research from the previous weeks to define a particular individual style as well as conducting iconographic style research.

### Week 4

In the last week participants look at key practices in the online marketing and communication of image and style, as well as key components in distribution, product lifecycle, and price points. They evaluate the impact of style on consumer activity, merchandising and sales, both offline and online, and apply their knowledge to develop a basic illustrated marketing plan in digital format.

#### Subjects

Basic Principles of Fashion Business

Fashion Panorama and Styling

Contemporary Fashion Communication

Digital Campaign and Promotion Strategies

Digital Editing of Imagery

Trend Forecasting

## 4. Learning Activities

Online Short Courses are taught via:

- Online lessons
- Online Workshops / Seminars
- Online Industry talks

### 5. Outcomes

Upon completion of this short course, participants will be equipped with the knowledge and skills to:

Understand and evaluate the impact of style on consumer activity, merchandising and sales, both offline and online, and apply their knowledge to produce a basic illustrated digital marketing plan.

Participants will be encouraged to collate their creative work for an online review and feedback.

### 6. Course materials

- Personal Laptop (for online classes)
- Adobe Creative Suite (temporary license provided by the School)

### 7. Student Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the student experience:

- a. The use of online resources (where available), to reach the skills and knowledge expected on the course;
- b. Tutors guide students during their studies.

### Student & Academic Services

Istituto Marangoni provides Student & Academic Services, who act as the first point of contact for students.

The Student Support Officers help students in:

- managing their time;
- getting the best from their course;
- understanding and applying the School's rules for online programmes;
- anything else the officers can advise on.

### 8. Student Feedback

Student feedback is essential for future course development and improvement.

Student comments are used to evaluate and enhance both the successful management of their study experience, and course contents.

Upon completion of the short course Istituto Marangoni collects feedback through an online questionnaire where students will be invited to reflect on their overall experience at the School.