



istitutomarangoni



**STUDY ABROAD
FASHION STYLING &
CREATIVE DIRECTION**

Version 01

Programme Information

1. Certification attained

Istituto Marangoni Certificate and Transcript*

2. Course structures

Fashion Styling and Creative Direction Semester Abroad • October intake

Term 1 • Fashion Branding unit

Subjects	Total Hours	Credits*
Market Insight	20	15
Brand Identity	20	
Digital Marketing	20	
Entrepreneurship	20	
Personal Styling	20	

Term 2 • Still Life Unit

Subjects	Total Hours	Credits*
Still Life Styling	20	15
Still Life Photography	20	
Still Life Advertising	20	
Production & Set Design	20	
Graphic Design	20	

Term 1 and 2 • Fashion, Art and Cultural Context

Subjects	Total Hours	Credits*
Fashion, Art and Cultural Context	30	15

Fashion Styling and Creative Direction Semester Abroad • February intake

Term 2 • Still Life Unit

Subjects	Total Hours	Credits*
Still Life Styling	20	15
Still Life Photography	20	
Still Life Advertising	20	
Production & Set Design	20	
Graphic Design	20	

Term 3 • Fashion Editorial Unit

Subjects	Total Hours	Credits*
Editorial Styling	20	15
Editorial Design	20	
Beauty Hair & Make Up	20	
Photo Retouching	20	
Photography	20	

Term 2 and 3 • Fashion, Art and Cultural Context

Subjects	Total Hours	Credits*
Fashion, Art and Cultural Context	30	15

**The recognition of credits obtained within their Semester experience will be evaluated and then confirmed by their own University.*

3. Course Learning Outcomes

Students successfully completing the Semester Abroad programme in Fashion Styling and Creative Direction will have developed:

- LO 1 - A sound understanding of the principals involved in style and trend analysis process used in the fashion media industry and how to apply these principals in an editorial context;
- LO 2 - A detailed understanding of the new technologies supporting the editorial market;
- LO 3 - An understanding of the cultural, social and environmental drivers and their impact on the fashion industry;
- LO 4 - The ability to evaluate the appropriateness of different approaches to problem solving.

Please, check additional information about the academic structure of the Fashion Styling & Creative Direction Semester in the Programme Specifications available here:

<https://www.istitutomarangoni.com/en/fashion-courses/undergraduate-programmes/semester-courses/fashion-styling-creative-direction-semester/>