istitutomarangoni

**PROGRESSION COURSE
FASHION STYLING** Version 01

Brief descriptive summary
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 courses prepare participants in subjects such as Fashion Design, Fashion Styling, Luxury Brand Management, Marketing and Promotion, Fashion Business and Communication, Buying and Merchandising.

1. Certification attained
Istituto Marangoni Certificate

Course information

2. Educational & Programme Aims

Education Aims:

The educational aims are:
• to develop flexible approaches to programme delivery and participant support, which reflect the needs and expectations of our learners;
• to provide a supportive and inclusive learning environment which will enable success for all learners;
• to encourage the development of intellectual ability, creativity, independence, critical self-awareness, imagination and skills that will enhance global employment opportunities on completion from all courses;
• 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, reflective practice and engagement within the fashion, design and creative industries.

Programme Aims:
The Fashion Styling progression course provides participants with the techniques to create contemporary images, while meeting the expectations of international luxury, fashion and publishing industries. Fashion stylists play a major role in knowing how to emphasise the style and image of a fashion collection, brand or product from the catwalk to the promotion. In addition, the stylists will learn how to develop concepts and upcoming trends focusing on visual communication and aesthetic references in connection with art, design, creativity, and fashion. Starting with theoretical concepts related to image, styling, photography and visual narrative, this course addresses key notions and processes in creating and editing professional editorials, as well as cultural studies in the history of art and dress, concluding with the presentation of effective contemporary outcomes in the form of a fashion magazine.

3. Course Learning Outcomes
Upon successful completion of the course, participants will be able to:
• Analyse the fashion styling process and develop the creative, intellectual and technical skills necessary to practice within the fashion styling industry;
• Generate the problem-solving and concept-generating approaches while developing creative ideas behind the production of professional and contemporary fashion photo shootings;
• Identify, evaluate and use information from a variety of sources and formulate concepts to meet given criteria;
• Interact effectively with others through collaboration and negotiation to achieve objectives in developing teamwork and leadership skills and in experimenting in unfamiliar situations;
• Communicate effectively articulating a rational and logical argument in oral and visual form;
• Develop visual research techniques to collate, generate, experiment and communicate new ideas and information in a reflective and professional manner;
• Use skills to plan, organise, produce and edit photo shootings;
• Organise workloads and meet deadlines in a professional manner;
• Apply skills of critical analysis to real world situations within a defined range of contexts;
• Demonstrate a high degree of professionalism characterised by initiative, creativity, motivation and self-management;

4. Teaching/Learning and Assessment Strategy
Curriculum:
The curriculum is structured in two (2) distinct levels. The courses range from a foundational introductory level, working towards higher comprehension of skills and study. This enables for 'flexible learning' whereby the participant can choose when to build on their experience, by progressing from one level to another, giving them complete control on their own progress and achievement.

Upon successful completion of both levels of the programme participants will have the necessary skills to enter the industry. The course is aimed at candidates who have the ambition to become professional fashion stylists, or work in the fashion styling, publishing and creative industries.

Fashion Styling 1

The first level or 'block' starts with an overview of fashion styling, fashion system, visual communication, graphic design and presentation skills, and the principles of art and dress. There is particular focus on exploring and building an individual creative styling style driven by contemporary approaches to the subject area.

Fashion Styling 1 focuses on an in-depth understanding of the different key influential fashion figures in fashion styling, design and trend forecasting. Participants then move on to acquiring and developing skills to conduct visual research in collecting essential information from different sources. Participants will be introduced to fashion writing by drafting blogs and reviews for fashion magazines. Visual and verbal communication skills will be developed to support the final outcomes through the use of Photoshop, InDesign, digital media and its contemporary applications. This first level enhances the participants' skills, encouraging how to rationalise and develop their ability to visualise and communicate creative outcomes proficiently.

Fashion Styling 2

This second and final phase of the course further progresses in editorial styling, where participants produce photo shoots from the initial idea stage to the editing of the final images. They look into fashion branding and marketing, and apply acquired visual communication skills to research and propose new fashion visual brand identities for new markets and consumers in explaining their individual inspiration and creative approach. After learning analytical and interpretation techniques, the participants interpret their concepts and work on the set in directing the photographer and the working team. The final project is a fashion styling portfolio presented in the form of a fashion magazine. This second level encourages problem-solving, preparing the participants for real life industry scenarios and gives the participants the opportunity to define their own creative and personal fashion style.

Opportunities

At the end of the programme (2 levels) participants will have gathered familiarity with the international network of contacts set up by the Istituto Marangoni School, to independently enter into the working world.

The fashion stylist can work for private labels or in collaboration with national and international fashion houses and magazines as fashion stylist, creative director or image consultant. In addition the stylist can work as personal stylist/shopper, wardrobe consultant or photo editor.

Progressing Abroad - European Study Options

Participants attending the undergraduate Progressing Courses in Mumbai have the opportunity to further excel in styling, creativity and research, by completing their study pathway at one of Istituto Marangoni's School's in Italy, Milano or Firenze. On successful completion of their programme they will be awarded the 3-year Undergraduate Diploma from the European school.

Assessment:

Formative Assessments:

This consists in a daily interaction with the tutors that through feedback help the participants to adopt a critical appraisal of their own learning experience, and helps them assess their own performance in relation to the learning outcomes set for each element of study.

Summative Assessments:

These are formal assessments and are a means of gauging participant learning, at a particular point in time, relative to established marking criteria (Learning Outcomes). Summative assessments can occur during as well as at the end of each unit on specific evidence of participant work, examples as follows:

Portfolio Assessment is used to assess a variety of projects that have been developed throughout the unit and contained within a single folder or portfolio. Portfolio assessment could take a variety of formats depending on the subject and stipulated by the tutor.

Practical and class-based projects allow participants to apply their theoretical understanding of a specific subject area.

Written Reports are required in some study areas and these will in some cases be a response to industry briefs, allowing participants to reflect real industry requirements and to present work to industry standards through report writing.

Presentations are used in some subjects to allow participants to develop their creative, professional communication and presentation skills, formalising their arguments in a critical manner. When giving presentations participants are actively encouraged to embrace new technologies and media in an innovative way where appropriate.

5. Course structures

Level 1 Duration: 12 weeks

Core Units	
Status	Unit Title
Core	Introduction to Fashion Styling

Level 1 Duration: 12 weeks

Core Units	
Status	Unit Title
Core	Image Development

Level 2 Duration: 12 weeks

Core Units	
Status	Unit Title
Core	Fashion Branding

Level 2 Duration: 12 weeks

Core Units	
Status	Unit Title
Core	Fashion Editorial

(Progression to Europe only) Duration: 6 weeks

Core Units	
Status	Unit Title
Core	Cultural Studies & Academic Writing

6. Personal Development Planning

PDP/Individual Development Tutorial.
The Director of Education and the Academic Service support the personal development of participants. One-to-one appointments may be made by phone, through the receptionists or by email. Participants can expect to be seen almost immediately to discuss any issues they may have.

7. Tutor Responsibilities
The Director of Education has the responsibility for implementing the strategic direction of the courses and the co-ordination of the academic teams and administration, necessary for the successful day-to-day operation of the school.
The Tutors' responsibilities include:
1. all matters pertinent to the proper day-to-day operation of the programme involving leading and supporting participants;
2. advice to the Director of Education on appropriate delivery for the continuing development of the programme;
3. recommendations in areas for curriculum development;
4. liaison with the Student Support Officer to ensure appropriate study support is available to participants;
5. recommendation of the appropriate level of resource required for the Unit;
6. maintaining the quality of educational standards.

8. Participant Support Strategy

Istituto Marangoni's departmental policies ensure that various mechanisms are in place to enhance the participant experience, in a pedagogic, practical and pastoral way:

a. programme handbooks provide relevant information to participants;

b. the use of the Library, online resources (where available), and the centre facilities help participants to reach the skills and knowledge expected on the course;

c. Tutors and the Director of Education guide participants to the most appropriate help.

Student Support Officers

Istituto Marangoni provides Faculty Student Support Officers, who act as the first point of contact for participants for pedagogical counselling.

For matters of pastoral care the Student Support Officers help in:

• finding their way around;

• managing their time;

• dealing with stress;

• exam tips;

• 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, through the receptionists or by email. Where possible participants can expect to be seen almost immediately, or contacted to arrange a suitable time.

9. Participant Feedback

Participant feedback is essential to programme development and participant comments are used to enhance both the successful management of the programme and the teaching/learning strategies.

Istituto Marangoni gathers participant opinion in a variety of ways, which may include the Following:

• informal contact with the Tutor, and through appointments with academic staff;

• end of course online questionnaires where participants will be invited to reflect on their overall experience at the School.

Istituto Marangoni would prefer that on most occasions participants be identified when giving constructive feedback on the course and teaching methods. There might be occasions when it is not appropriate and Istituto Marangoni recognises this exception. In these instances, programme teams and central support services will ensure that anonymity and confidentiality is respected.