

## ISTITUTO MARANGONI LONDON ADDITIONAL COURSE MATERIAL FOR ACADEMIC YEAR 2024/2025

BA (HONS) FASHION COMMUNICATION AND IMAGE	COURSE PURCHASES	
<b>Equipment List</b>	<p>When undertaking the BA (Hons) Fashion Communication and Image investment in appropriate materials and equipment is essential. The following list is a good starting point to building upon.</p> <p>Laptop with Office for presentations and documents, charger and external hard drive needed for storage of images particularly.</p> <p>Adobe creative suite / cloud is recommended for software use of Photoshop, illustrator and InDesign. Many students pay for the Adobe Creative Cloud on a monthly rental basis. Details of this can be found on the Adobe site: <a href="http://www.adobe.com/uk/creativecloud/buy/students.html">http://www.adobe.com/uk/creativecloud/buy/students.html</a> Many students also purchase Microsoft office (student/university edition)</p> <p>Some additional subscription might be required for specific AI tools, depending upon the Unit Brief and what will be the strongest app available at the moment of the eventual project requiring it.</p> <p>Stationery</p>	
<b>External visits</b>	Event/ travel charges (e.g. entry fee) to exhibitions, events and special talks	
<b>Fashion Stylists Toolkit (required for fashion shoots)</b>  Suppliers for art and stationery materials Students can visit these London stores or order online: <a href="http://www.atlantisart.co.uk">http://www.atlantisart.co.uk</a> <a href="https://www.cassart.co.uk">https://www.cassart.co.uk</a>  Suppliers for fashion sundries <a href="http://www.morplan.com">www.morplan.com</a>	Scissors	General purpose
	Tape / Needles / Sewing threads / Glue / Pins	Ranging from gaffer tape, duct tape, cellophane tape, masking tape and double-sided tape
	Pins	Safety pins, bobby pins, fastening pins & more
	Clips	Snap clips, alligator clips, binder clips & more
	Lint roller	Fabric or self-adhesive
	Nylon display thread	Also known as fishing string, or invisible string
	Blu/White tack	Any kind of semi-permanent adhesive

<p>Suppliers for Fashion Communication and Image Products www.amazon.co.uk</p> <p>Suppliers for medical/ sewing kit/ bands www.boots.com or store</p>	Measuring tape	Loose 'tailor' style
	Wipes	Wet and stain removing
	Black and nude undergarments	Basic seamless
	Nipple covers	
	Shoe grips	
	Tagging gun	For tagging labels/ fashion returns
	Mini sewing kit	Basic kit
	Mini medical kit	Basic kit
	Elastic bands	Black/ brown/ blonde
	Phone charger	Students own
	Hand held steamer	
	USB (s)	For university work / assessment hand ins
	Camera with a camera of at least 10 MP and capable of recording video to card.	Camera with a camera of at least 10 MP and capable of recording video to card. Students own
<b>Printing costs</b>	<p>On-going everyday printing costs</p> <p>High quality printing for final outcomes</p>	<p>This only applies to limited projects as most work is digital.</p> <p>A magazine is printed and bound in Year 2</p> <p>Mood boards and some research may be printed out to support work.</p> <p>Final year 3 portfolio is printed and bound, this can be soft or hard cover.</p>
<b>Materials</b>	The core materials purchased pertain to individual shoots	<p>Particularly when undertaking the use of propping and a set build, such materials vary as per the student's concept and therefore elicit variable costs.</p> <p>In case of some shootings, could be necessary to spend money for some clothes, accessories etc.</p>
<b>Equipment</b>	Technical facilities	

	<p>Class scheduled photo shoots (internal) take place in the photo studio, which is equipped with cameras and lighting equipment plus basic backdrops. Photography tutors undertake shoots and are directed by the student; support is also facilitated by a photography assistant.</p> <p>Please note: specialist lighting and photography equipment cannot be used without supervision. The studio can be used for independent shoots organized by the student as per availability and from Year 2 with personal (or externally hired professional) equipment.</p> <p>External shoots will need to be organized by the student and all resources for this purchased/ hired or negotiated for free from the student.</p> <p>Students will have to build up professional relationships externally with a team to facilitate production of shoots.</p> <p>Students will be expected to source/purchase fashion garments and organize their return. Fashion items can also be loaned externally.</p> <p>Apple iMac equipped work-stations running Adobe Creative Suite. Digital design skills are part of the programme content - key software used on the programme includes: Photoshop, Illustrator and InDesign.</p> <p>External hard drive for storage of work 1TB</p>
<b>List of Suppliers/ Resources</b>	<p>Once you begin to plan and implement your own shoots (End of year 1/ beginning of year 2) you will need to create a list of contacts such as below:</p> <p>The student will be the stylist and creative director and is responsible for organizing all the elements of production in the shoot.</p> <p>Models/ model agencies Photo studios Photographers Make up artists/ stylists Hair stylists Fashion product Prop hire/ prop materials</p> <p>Tutors will advise / recommend local resources: Eg studios as per best available rates</p> <p>As above students will also shoot in the studio with photography tutor for YR 1 and 2 and will negotiate models for free, who want images for their portfolio (test for print free), this can also apply to make up and hair stylists.</p> <p>To note: students will choose their own location as per concept, a studio usually demands some basic</p>

	<p>costs, but other locations such as outside can be free. A shoot can cost as little or as much as a student wants to spend, however there will always be some cost incurred, paying for at least some members of your creative team or some elements from the list of resources needed to shoot, including the making or hiring of props, if a set shoot.</p> <p>To note students could share studio hire costs.</p> <p>It is advisable to form relationships with other creatives who will work for free so that everyone can benefit from images for a portfolio, this could be other students for example or working with models or stylists starting in the industry.</p>
<b>Additional course costs (estimate, depends on personal and School projects)</b>	Between £600 to £3000 per academic year